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Yuanta Volunteers Lead Students in Experiencing Yingge's Ceramic Culture; "Happiness Day" Marks Its 15th Year, Bringing Warmth to Nearly 10,000 Children across Taiwan

Yuanta Financial Holding Company (FHC) and the Yuanta Cultural and Educational Foundation (Foundation) firmly believe that "every child deserves personalized care." Staying true to this heartfelt mission, we organized the "Yuanta Happiness Day" event on June 27, 2026, inviting more than 60 students from Yuren Elementary School in Taoyuan City and Da-Nan Elementary School in Miaoli County to participate in a one-day ceramics culture program at the New Taipei City Yingge Ceramics Museum. A specially tailored "Happiness Gift Pack" was prepared for each child, containing new shirts, pants, and shoes, to help the children enjoy a warm, memorable, and joyful time together during early summer.

Education is the key to safeguarding children's growth and shaping a better future. In keeping with our long-standing commitment to social welfare, the Yuanta Foundation has specially arranged an in-depth guided tour and hands-on experience at the Yingge Ceramics Museum. Through the museum's rich collection of ceramic artworks and historical context, the program leads students to understand how clay, through the processes of creation and firing, transforms into exquisite ceramic works, and to gradually discover the distinctive features of Taiwan's precious ceramic culture. This initiative not only helps children broaden their aesthetic horizons and sparks their interest in exploring traditional crafts, but also fosters an understanding of and connection to local culture through the hands-on experience of hand-painting ceramics.

On the day of the event, a ceramics instructor was specifically invited to demonstrate

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the amazing art of the “traditional foot-powered potter’s wheel.” Since the students rarely have the opportunity to experience traditional ceramic arts in their daily lives, the hand-building technique filled their eyes with wonder and joy. The Yuanta Foundation stated that the Yuanta Happiness Day program has entered its fifteenth year, having organized 57 events, mobilized nearly 2,500 volunteers, and distributed more than 9,000 “Happiness Gift Packs” to date, showing our care and love for children through concrete actions.

The Yuanta Foundation has long been committed to social welfare, extending our reach to every corner of Taiwan. Through diverse, enriching experiences and tangible material support, the Yuanta Foundation will continue to broaden the horizons and inspire the spirit of more students in remote and underprivileged areas, hoping that this dedicated care will encourage them to courageously pursue their own dreams.

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Photo: Yuanta FHC and the Yuanta Foundation hosted the “Yuanta Happiness Day” event at the New Taipei City Yingge Ceramics Museum.



Photo: Yuanta volunteers accompanied the children throughout the event, offering them special care and warmth.

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Photo: Yuanta Happiness Day helped students learn about the unique characteristics of Taiwan's precious ceramic culture.