

## NEWS RELEASE

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### **Yuanta Happiness Day: Volunteers Accompany Children to Experience Immersive Light and Shadow. Technology Combines Art to Enrich Aesthetic Experience and Stimulate Creativity.**

Yuanta Financial Holding Company (FHC) and Yuanta Cultural and Educational Foundation (Foundation) invited more than 100 children from remote areas in Taichung City and Changhua County in central Taiwan to participate in the “Yuanta Happiness Day” today (10/19), enriching the aesthetic experience through immersive light and shadow and light sculpture interactions. In line with the belief that “every child deserves a gift of his or her own,” each child received a “Happiness Gift Pack” containing brand new clothes, shoes, and pants in customized sizes to bring “exclusive happiness” and warmth back home.

The event was held at the Wonder Newland in Taichung’s Dali Art Plaza, inviting four organizations and more than 100 economically disadvantaged children from remote areas of Taichung and Changhua to participate in the event. In order to allow the children to realize the happiness of being cared for and accompanied, volunteers were called upon to accompany the children to learn the principles of science and technology application by watching the technology magic show that intertwined the real and the virtual. Sense of beauty was cultivated in the light and shadow created by hundreds of changing light and shadow spheres and thousands of special nebula lights. They also experienced the artificial snow world at minus 10 degrees Celsius. “Building a snowman is so much fun” and “It’s the first time I’ve ever seen snow,” the children were amazed and delighted.

Yuanta Foundation expressed that it hopes that the children will feel the joy of receiving brand new gifts, and also hopes that through the warm-hearted

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companionship of the volunteers, positive and warm energy will be injected into the children's growth process. The world of light and shadow, brought about by the combination of technology and art, stimulates creativity and arouses children's desire for unlimited possibilities in the future.

Superintendent Chao-Hsien Lee of the Education Bureau of the Taichung City Government expressed her gratitude to private enterprises for their unlimited love. She said Helen Keller once said, "Raise the lamp a little, so that more people can be illuminated." She thanked Yuanta for being such a caring company and encouraged the students to be the ones to raise the lamp in the future, and to take care of themselves in order to illuminate more people.

Be a warm person and do warm things; take care of the hearts that need warmth. Yuanta Foundation actively participates in public welfare and caring actions, and continues to make selfless contributions, with the aim that more students in remote areas can feel the goodness of society. Since its inception in 2012, the Yuanta Happiness Day has been extended from one event a year to one event each year in northern, central, and southern Taiwan, calling on more than 2,000 volunteers to warmly accompany and gift more than 8,000 children with Happiness Gift Packs across the country, and to pass on this love and warmth.

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Photo: Yuanta FHC and Yuanta Foundation organized the Yuanta Happiness Day at the Wonder Newland in Taichung's Dali Art Plaza.