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Yuanta Volunteers Accompany Students in Gukeng for Environmental & Ecological Co-Learning; Happiness Day Enters 14th Year, with Cumulative Total of 9000 Gift Packs Given

The “Yuanta Happiness Day” event, organized by Yuanta Financial Holding Company (FHC) and the Yuanta Cultural and Educational Foundation (Foundation), is entering its fourteenth year of operation, and with the belief that “every child should have their own personalized gift,” more than 9,000 Happiness Gift Packs have been given to children in remote areas throughout Taiwan. Today (11/15), 128 children from remote areas in Taichung City’s Chung Ho Elementary School, Nantou County’s Jiyun Keng Elementary School, and Changhua County’s Wan Ho Elementary School were invited to the Janfusun Environmental Education Park, where they experienced recreational facilities and were offered an ecological guided tour, so as to allow the seeds of environmental conservation to sprout in their hearts and minds.

In addition to giving away Happiness Gift Packs (brand new jackets, pants, and sports shoes prepared based on the concept of tailoring) on the Yuanta Happiness Day, different thematic activities are designed every year to educate the entertain. This year, the theme was “Environmental Education” and a guided tour of the Janfusun Environmental Education Park, an environmental education facility certified by Taiwan’s National Environmental Research Academy, was arranged. Under the guidance of instructors, students learned about the growing environment of coffee beans and the importance of vegetation to soil and water conservation on hillsides, so that they could learn about caring for the earth and protecting natural resources.

“It was my first time riding a Ferris wheel, and the view was beautiful.” Laughter

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filled the air as the children were accompanied by Yuanta volunteers. Principal Hui-Ling Chang of Taichung City Chung Ho Elementary School said that the school is located in Xinshe, and “mountain and forest education” is part of the daily curriculum. Through the Yuanta Happiness Day activities, the students’ learning horizon were extended from Baileng Canal to Gukeng in Yunlin, and as the weather started to turn into winter, the clothes in the Gift Packs were able to accompany the children right away, which was very warm. Principal Chin-Huang Chen of Wan Ho Elementary School in Changhua County shared that as the proverb says, “Love in the world always brings happiness,” he believes that it should be “Yuanta’s love brings happiness,” and that through today’s activities, he deeply felt that the children in the remote areas had been seen.

According to the Yuanta Foundation, the power of education comes not only from the classroom, but also from every experience in life. Through different types of environmental education venues, children can learn to cherish resources and coexist with nature. Since 2012, Yuanta Happiness Day has served more than 300 remote schools and social welfare organizations throughout Taiwan, and the enthusiastic participation of Yuanta volunteers has made happiness not just a gift, but also a warm encounter. Yuanta FHC and the Yuanta Foundation will continue to promote public welfare service, enabling more children in remote areas to bravely pursue their dreams with love and hope.

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Photo 1: The “Yuanta Happiness Day” event organized by Yuanta FHC and the Yuanta Foundation has entered its fourteenth year since 2012.



Photo 2: Under the theme of “Environmental Education,” Yuanta Happiness Day brought more than 100 students from central Taiwan to the Janfusun Environmental Education Park to learn about natural resources.

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Photo 3: Yuanta Happiness Day led over a hundred students from central Taiwan to Janfusun Environmental Education Park to experience the recreational facilities.