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Press Release

Wing Lung launches “Chu Hai College of Higher Education Visa Card”

Wing Lung Bank has joined hands with Chu Hai College of Higher Education to launch the “Chu Hai College of Higher Education Visa Card”, a card specially designed for the students, staff and alumni of the College. This card, theming “Love & Wisdom”, offers a channel for the Chu Hai College community to show their love and sense of belonging to the College and to further enhance their unity.

Chu Hai College of Higher Education, founded in 1947, endeavours to implement with its mission of providing quality tertiary education to students and fostering outstanding talents. The name of the College literally means Pearl-Sea in Chinese, denoting the ideal of the College which urges its students to be as pure as pearl (“Chu”) and to pursue knowledge which is as deep as sea (“Hai”). The three faculties of the College, including the Faculty of Arts, Faculty of Commerce, and the Faculty of Science and Engineering, offer a wide range of Bachelor degree courses.

Chu Hai College of Higher Education Visa cardholders can enjoy permanent annual fee waiver, various credit card benefits and privileged banking services. Cardholders can also make monthly donation to the College with the card to support campus construction projects or college development. Besides, a certain percentage of spending made with the card will be donated to the College for campus development. Wing Lung Bank expects to absorb more quality cardholders and to contribute to the education of Hong Kong through the launch of the card.

From now till 31 August 2008, upon successful application, principal cardholders will receive Genki Sushi cash coupons totaling HK\$300, a foldable bike or Octopus ticket value of HK\$250 as a welcome gift.

Wing Lung Bank has been actively supporting the education development in Hong Kong and is greatly honoured to be able to co-operate with Chu Hai College of Higher Education to jointly launch the “Chu Hai College of Higher Education Visa Card”. The Bank appreciates very much the opportunity to serve the students, staff and alumni of Chu Hai College, and is confident that its experience in co-operating with other professional and education organizations in affinity card programmes will contribute greatly to the success of the card.

Media Enquiries

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