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Release Date: January 23, 2025

Celebrating Lunar New Year, Yuanta Happiness Day Warms Up Orphanage Students with Exclusive Happiness Gift Packs, Creating Beautiful Memories with Love

The Lunar New Year is the most important festival in Taiwan. In order to make the orphanage students feel the festive joy and social care during the Lunar New Year, Yuanta Financial Holding Company (FHC) and Yuanta Cultural and Educational Foundation (Foundation) organized two “Yuanta Happiness Days” on January 21 and 22, inviting 107 orphanage students from the northern part of Taiwan to visit famous sports stores to select sportswear and shoes as New Year’s gifts. 30 Yuanta volunteers participated in the two events, accompanying the children to celebrate the warm and meaningful New Year’s holiday in advance.

Yuanta Happiness Day started before the 2012 Lunar New Year. The then chairwoman of Yuanta Foundation, Mrs. Li-Chuang Tu, also known as Grandma Tu to the children, once said, “The most exciting thing for the children during the Lunar New Year is to wear new clothes and shoes.” On the eve of the start of the school year after the Lunar New Year, Yuanta Foundation arranged for the orphanage students, accompanied by Yuanta volunteers, to choose their own new clothes and shoes at a department store. We hoped that this exclusive, heartwarming gift would bring support to the children, and we have since established the Yuanta Happiness Day, a meaningful event that has been passed down to the present day.

A shuttle bus was arranged to transport the orphanage students to the sports store. Students’ faces were filled with joy as they carefully selected their favorite sportswear. Yuanta volunteers were eager to assist the students in choosing their clothing, providing

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advice on how to dress up, and sharing their own life experiences and anecdotes, making the event full of warmth and laughter. Volunteers said, “When the children grow up, they may remember that one Lunar New Year, some big brothers and big sisters accompanied them to pick out clothes, so that they could have a pleasant New Year’s memory, and that’s the role we play.” A volunteer also shared, “Yuanta Happiness Day warms children’s hearts with love, and it’s very touching to see the children’s happy smiles.”

Yuanta FHC has been investing in child and adolescent care for a long time, realizing the commitment and original intention of the enterprise to give back to the society through practical actions. Over the past fourteen years, a total of 49 Yuanta Happiness Days have been organized, and 8,756 Happiness Gift Packs have been delivered under the warm companionship of 2,238 volunteers to give the schoolchildren exclusive gifts, encouraging them to be brave enough to pursue their dreams and embrace their future.

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Photo: Yuanta FHC and Yuanta Foundation organized two “Yuanta Happiness Days” on the eve of the Lunar New Year, accompanying the orphanage students to choose new clothes and shoes for the New Year.



Photo: In the “Yuanta Happiness Day” event, orphanage students were invited to a sports store to choose sportswear and shoes as New Year’s gifts.