

# Social Responsibility



## Soap Cycling

Have you ever wondered what happens to the soap left behind at hotels? Most hotels simply throw it away. Yet, every day thousands of children die from diseases that can be largely prevented simply by washing with soap. Soap Cycling is a non-profit organisation based in Hong Kong, which works with the hospitality industry to collect, sanitise and recycle slightly used soaps and other sanitation amenities. These life-saving items are then distributed to underprivileged families and schools in disadvantaged communities around the world, particularly Asia. Soap Cycling is the first organisation of this kind in Asia, and is operated largely through student volunteers from the University of Hong Kong. We try to do our part, by assisting Soap Cycling with their logistics at cost, please learn more about Soap Cycling and how you can get involved. [www.soapcycling.org](http://www.soapcycling.org)