

Ever Rich Duty Free completes the 4th edition of its charity project for disadvantaged students



During Ever Rich Duty Free's "Light Spectrum Tourism Camp project", the retailer's staff taught students table manners, basic Japanese, make-up and more

Ever Rich Duty Free and its Chiang Education Foundation have concluded the fourth edition of the "Light Spectrum Tourism Camp project" for 120 disadvantaged middle school students in Taiwan. The project involved a four-day, three-night summer camp in July at Pingtung and Taichung, Taiwan. The camp covered themes on international tourism, local cultural connection and the needs of the students and community service.

Ever Rich said that the project aims to broaden the horizon of disadvantaged students and at the same time, allows undergraduates to run the summer camp to gain professional experience.

As part of the project, Taiwanese undergraduates participated in a Corporate Social Responsibility (CSR) camp proposal competition. They also attended forum briefings and professional courses on writing creative proposals, presentation skills, planning, to improve their employability. Two winning teams walked away with NT\$100,000 (US\$3176) in prize money and the opportunity to intern at Ever Rich.

To help the disadvantaged middle school students, Ever Rich Duty Free Shop's staff taught them basic Japanese, international etiquette, make-up, fashion trends and more. The students also visited the Taichung and Kaohsiung International Airports to understand the career options available at the airport. All expenses of the camp and the prize money for the undergraduate camp proposal competition were sponsored by Ever Rich.



Beneficiaries of the “Light Spectrum Tourism Camp project” visiting Kaoshiung International Airport to learn about the different career options at the airport

In a press release, Ever Rich said it hoped to provide a platform for undergraduates to showcase their creativity and gain practical experience in the workplace through organizing the camps. Through the camp, the middle school students can also understand the development of their hometown, the local culture and expand their horizons.

Throughout the years, Ever Rich has organized various CSR activities to serve the community and benefit the public. The retailer had given [scholarships to disadvantaged students](#) and organized a [Christmas charity project](#) to support vulnerable children and their families in Taiwan previously.