

DFS makes superhero wish come true for Hong Kong boy

By **Jas Ryat** on November, 22 2016 | Retailers



A four-year-old boy from Hong Kong with congenital nephrotic syndrome fulfilled his wish of being a superhero, thanks to DFS Group, wish-granting organization Make-A-Wish, and actor Louis Koo.

The event, which kicked off DFS's #GiveJoy campaign in Hong Kong, saw Yuet-Lun transformed into his favorite superhero, fighting crime in T Galleria by DFS, Canton Road with the help of his father and Louis Koo, also dressed as superheroes.

"DFS is committed to supporting the communities where we live and work, and the holiday season is a particularly important time to give back to those in need," said Jay Frame, DFS Group's Vice President Corporate Communications and CSR.

"We are thrilled to partner with Make-A-Wish to make Yuet-Lun's wish come true in Hong Kong and to help grant the wishes of nine other children around the world."

Yuet-Lun was given a special mission and map to find treasure inside the store to save Hong Kong. As he began his mission, actors posing as thieves jumped out and stole his mission map, requiring Yuet-Lun to fight off the thieves throughout the store in order to complete his mission.

After defeating the thieves, Yuet-Lun found the treasure on the third floor of T Galleria by DFS and

successfully saved Hong Kong.

"We are proud to renew our partnership with DFS and its ambassadors this holiday season to help grant even more wishes to deserving children facing critical illnesses," said Make-A-Wish International President and CEO, Jon Stettner.

"We are particularly grateful to DFS and Louis Koo for helping to make Yuet-Lun's wish come true in Hong Kong. It's through the support of partners like DFS and its customers around the globe that make these life-changing wishes possible."

This is the third year DFS has partnered with Make-A-Wish International. In 2016, DFS will help grant 10 wishes to children like Yuet-Lun in the communities where DFS operates.

Donation boxes will also be placed in T Galleria by DFS stores in Hong Kong and Macau for shoppers to make a contribution to Make-A-Wish.

DFS customers can help grant wishes by following @DFSOfficial and liking posts about Make-A-Wish from @DFSOfficial and other influencers throughout December.

For every post that receives 1,000 likes, DFS will donate to Make-A-Wish International to help grant up to 10 wishes to children around the globe.