



Press Release – For Immediate Release

To: Assignment Editor/Editor of Education and Local News Sections

25 November 2025

HSUHK students design board game to help seniors prevent cognitive impairment

The Hang Seng University of Hong Kong (HSUHK), in collaboration with social enterprise, has introduced the “Your Brainmate Board Game Community Service Scheme” to help older adults prevent cognitive impairment. Through professional training, more than 10 HSUHK students integrate elements of local nostalgic culture, reality orientation and cognitive exercises to design localised cognitive training games. These games encourage seniors to recall past life experiences, effectively enhancing memory and mental agility.

When designing the game, students select nostalgic elements that resonate with seniors’ interests and needs — such as the Sunbeam Theatre, cassette tapes and the Kowloon-Canton Railway — transforming them into stamps used as game materials. Seniors randomly select three stamps from a set of more than 10, and students guide them to share stories about the items and related memories, weaving these into a cohesive narrative.

Participating student Lisa Yu shared that through the scheme, she not only learned how to design cognitive training games suitable for seniors but also deeply experienced the close connection between memory and emotion during interactions. She believed the experience strengthened her communication skills and empathy, deepened her understanding of cognitive impairment, and helped challenge common stereotypes about seniors, fostering intergenerational harmony.

HSUHK actively encourages students to engage in community service, cultivating their sense of compassion and social responsibility. The University will continue to collaborate with diverse organisations to provide students with enriching experiences that broaden their learning journey.

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Photos:



Photo 1: HSUHK students engage seniors through interactive games, fostering intergenerational engagement.





Photo 2-3: HSUHK students design board game featuring stamps with nostalgic Hong Kong elements.

Photos Download: [Link](#)

About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies), and over 7,000 full-time undergraduate and postgraduate students. With its unique “Liberal + Professional” education model, HSUHK nurtures young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK prioritises stellar undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system that combines living and learning, interactive small-class teaching, close student-teacher relationships, impactful research, and excellent student development and support services.

HSUHK also ranked 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, the 1st in Employability, the 3rd in Research and the 5th in Community Engagement as per the 2023 AppliedHE ASEAN+ private university ranking by the Singapore-based AppliedHE. Additionally, HSUHK was ranked among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.

HSUHK was recognised in the 2025 Top Universities and Top Scientists Rankings conducted by international academic platform, Research.com, and was ranked 22nd in Social Sciences and Humanities, and 33rd in Economics and Finance among the top universities in China. The



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University's MSc in Global Supply Chain Management programme was ranked 84th globally in the QS International Trade Rankings 2025 announced by Quacquarelli Symonds (QS). The programme was also ranked 7th in the Greater China region and 4th in Hong Kong. The School of Business obtained AACSB International accreditation, a distinction achieved by only 6% of the world's leading business schools.