



Press Release – For Immediate Release

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

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HSUHK students foster intergenerational connections with emerging sports and technology through Service-Learning programmes

The Hang Seng University of Hong Kong (HSUHK) is dedicated to promoting intergenerational inclusion and community engagement through its Service-Learning programmes. The University hosted a group of older adults on campus yesterday, where students organised a series of interactive activities featuring emerging sports and Virtual Reality (VR) technology to encourage intergenerational interaction and foster understanding.

During the event, students introduced participants to emerging sports including pickleball, taspony, and floor curling. These enjoyable and relaxed activities helped bridge the generational gap, allowing participants to experience the joy of physical exercise in a friendly and inclusive setting. The guests also toured the University's Virtual Reality and Big Data Analytics Centre and experienced an immersive VR simulation of traditional Chinese medicine (TCM). Wearing VR headsets, participants virtually explored an ancient Chinese herbal pharmacy, where they simulated tasks such as grinding, mixing, and dispensing medicinal ingredients, highlighting how modern technology can revitalise and preserve the cultural heritage of TCM. Participants described the activities as memorable and praised HSUHK students for their enthusiasm and care.

Planned and led by students, the event showcased how academic knowledge can be applied creatively in real-world contexts, while offering older adults a novel and meaningful learning experience that exemplifies intergenerational inclusion. Since 2019, HSUHK's Service-Learning programme has collaborated with local non-profit organisations to empower students to apply their knowledge in practice, deepen their understanding of community needs, and contribute to society. To date, nearly 6,000 students have participated in these initiatives.

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Photos:



Photo 1 to 2: HSUHK students introduce emerging sports to older adults to foster intergenerational inclusion.



Photo 3: Older adults experience an immersive VR scene themed on traditional Chinese medicine, blending modern technology with cultural heritage.

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 has earned various international recognitions. In the AppliedHE’s ALL ASIA Private University Ranking 2026, it secured 7th place in China. HSUHK ranked 22nd in Social Sciences and Humanities and 33rd in Economics and Finance among China’s top universities in the Research.com Top Universities and Top Scientists Rankings 2025. The MSc in Global Supply Chain Management programme achieved 84th place globally in the QS International Trade Rankings 2025. Additionally, HSUHK’s School of Business obtained AACSB International accreditation in 2023, a mark of excellence held by only 6% of the world’s leading business schools. HSUHK was also ranked among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.