

For Immediate Release

## Hop into the Year of the Rabbit with e-card and WhatsApp Stickers from Hong Kong Genome Institute

(Hong Kong, 20 January 2023) With the Chinese New Year around the corner, the [Hong Kong Genome Institute](#) (HKGI) has prepared a greeting e-card and a set of animated WhatsApp Stickers. Members of the public are welcome to download them ([link](#)) to celebrate this special occasion!

The e-card features a witty rabbit. The image of the double helix DNA strand is also seamlessly blended into the design to echo with HKGI's corporate logo and mission – *to avail genomic medicine to all for better health and well-being*.

Apart from the e-card, HKGI has also created a set of animated WhatsApp Stickers combining the traditional festivities and new year greetings. Members of the public are welcome to download them ([link](#)) to share the warm wishes with families and friends.

Wishing everyone a prosperous, happy and healthy Year of the Rabbit!



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### **About Hong Kong Genome Institute**

The Hong Kong Genome Institute (HKGI), established and wholly owned by the Hong Kong SAR Government, commenced full operations in 2021. With the vision “to avail genomic medicine to all for better health and well-being” and supported by the Health Bureau, HKGI works in close collaboration with the Department of Health, Hospital Authority, medical schools of local universities and other stakeholders to accelerate the development of genomic medicine in Hong Kong along four strategic foci: integrate genomics into medicine, advance research, nurture talents and enhance public genomic literacy.

As the first step towards achieving its vision, HKGI launched the Hong Kong Genome Project (HKGP) in 2021. As the city’s first large-scale genome sequencing project, HKGP serves as a catalyst to benefit patients and their families with more precise diagnosis and personalised treatment through whole genome sequencing. It also aims to establish genome database of the local population, testing infrastructure and talent pool to address the healthcare needs of Hong Kong in the long run.

For more information, please visit [www.hkgp.org/en](http://www.hkgp.org/en).

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