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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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NEST CEO Launches the #ICEBUCKETCHALLENGE in Hong Kong

The start up scene in Hong Kong is getting behind the ALS Ice Bucket Challenge that has taken the USA by storm, covered by Bloomberg, Wall Street Journal and TechCrunch.

Hong Kong, 15th August 2014

Nest CEO Simon Squibb has kicked off the Ice Bucket Challenge in Hong Kong by taking a video of him pouring a bucket of ice water over his head and posting it on social media [<https://www.youtube.com/watch?v=WAu14-ah1S4>] to raise awareness for ALS (also known as Motor Neuron Disease).

He has nominated other CEO's to join him such as Simon Galpin CEO of InvestHK, Ray Chan from popular social sharing site 9gag.com and has found strong support from Casey Lau of Startups HK.

The Ice Bucket Challenge is an activity involving dumping a bucket of ice water on one's head, which was started as a campaign to promote awareness of amyotrophic lateral sclerosis (ALS), and gained widespread popularity in recent weeks. The rules state that after being challenged to participate in the activity, the challenged has 24 hours to either participate and donate HK\$100 to the ALS charity of their choice, or, if they choose not to do so, to donate HK\$1000.

The Hong Kong Neuro-Motor Disease Association are accepting donations on this awareness campaign.

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About Nest:

Nest (<http://www.nest.vc>) is Hong Kong's pre-eminent startup incubator that helps to build and scale high-growth businesses in Hong Kong and Asia. Nest invests in the people as much as the business concepts and empowers each team with the tools they require to achieve global success with their business. With an eye for the truly disruptive, Nest is actively involved in all of its companies and drives them to reach their full potential, fostering the startup ecosystem locally and developing Hong Kong as a global entrepreneurial hub.

About ALS/MND Ice Bucket Challenge:

http://en.wikipedia.org/wiki/Ice_Bucket_Challenge

About Hong Kong Neuro-Motor Disease Association:

<http://www.hknmda.org.hk/>