

**NEWS/BUSINESS/FINANCE/LIFESTYLE EDITORS  
FOR IMMEDIATE RELEASE**

**Community Business Announces MR. GAY WORLD™ 2015 Mass Luciano  
as Ambassador of 2016 Hong Kong LGBT Inclusion Awards**

**Hong Kong, 2 February 2016 – Community Business**, a not-for-profit organisation promoting responsible and inclusive business and a thought leader on Diversity & Inclusion in Asia, today announced the appointment of Mass Luciano, MR. GAY WORLD™ 2015, as Ambassador of its 2016 Hong Kong LGBT Inclusion Awards. Mass Luciano will play a key role in promoting the Awards to the business sector as well as the community in Hong Kong, raising the awareness of LGBT issues in Hong Kong and beyond.

e-meet Mass Luciano (video link): <https://youtu.be/D0VrKGhNYE1>

Download Mass Luciano's photo [here](#)

A 36-year-old fashion designer, stylist and blogger, Mass Luciano was named MR. GAY HONG KONG and MR. GAY WORLD™ in 2015. Originally from Puerto Rico, Mass Luciano has lived in Los Angeles and Florence, and has been residing in Hong Kong since 2012.

“We are excited to have Mass Luciano on board to promote our 2016 Hong Kong LGBT Inclusion Awards. With Mass’ celebrity and global status as MR. GAY WORLD™, we hope to draw attention to these awards and celebrate the great work that is being made by companies, individuals and community groups towards LGBT inclusion here in Hong Kong,” said **Mrs. Fern Ngai, CEO of Community Business**. “We are also hugely impressed by Mass’s personal passion and commitment to promoting LGBT rights and believe he is the perfect ambassador for these awards and our wider LGBT work. We are confident that with his support, we can put the spotlight on the issues and drive more positive change in both the workplace and community.”

“I have always been personally committed to promoting greater inclusion for the LGBT community - we are under-represented and mis-represented in the community and the workplace,” said **Mr. Mass Luciano**. “I am privileged to leverage my position as MR. GAY WORLD™ to put a spotlight on the issue - both globally but particularly here in Hong Kong. Whilst there are many challenges, many organisations and individuals are already doing great things. If we are to drive greater awareness and continued progress in Hong Kong, it’s important to showcase and celebrate success. That’s why I am absolutely delighted to support Community Business’ 2016 Hong Kong LGBT Inclusion Awards - and encourage all organisations to participate.”

Following a strong response in the first year of the launch of the Hong Kong LGBT Workplace Inclusion Index and Awards in 2015, Community Business has introduced a number of important new awards for 2016, several of which have received corporate sponsorship.

**2016 Award Categories**

**Corporate Awards**

1. LGBT Network Award
2. LGBT Workplace Inclusion Initiative – Corporate <sup>NEW!</sup> *sponsored by BNY Mellon*
3. LGBT Workplace Inclusion Initiative – SME <sup>NEW!</sup> *sponsored by Herbert Smith Freehills*

## Individual Awards

4. LGBT Ally Award <sup>NEW!</sup>
5. LGBT Executive Sponsor Award *sponsored by J.P. Morgan*
6. LGBT Inclusion Champion Award *sponsored by State Street*
7. LGBT Youth Inclusion Champion Award <sup>NEW!</sup> *sponsored by Bank of America Merrill Lynch*
8. Transgender Inclusion Champion Award <sup>NEW!</sup> *sponsored by HSBC*

## Community Awards

9. LGBT Advocacy Award <sup>NEW!</sup>
10. LGBT Community Impact Award *sponsored by Goldman Sachs*
11. LGBT Marketing Campaign Award <sup>NEW!</sup>

The 2016 Hong Kong LGBT Inclusion Awards are currently open for nominations with a deadline of Friday 26 February 2016. The shortlisted finalists will be disclosed in April 2016 while the winners of the awards will be announced at the **2016 Hong Kong LGBT Inclusion Awards Gala Dinner** on Tuesday 17 May 2016 in commemoration of the International Day Against Homophobia and Transphobia (IDAHOT). The Gala Dinner will also be a fundraising event to ensure the ongoing sustainability of Community Business' work to promote LGBT inclusion in Hong Kong and across the Asia region.

For details about the 2016 Hong Kong LGBT Inclusion Awards, including, sponsorship and the nomination process, please visit: <http://bit.ly/HKLGBTa16> or contact Ivy Wong ([ivy.wong@communitybusiness.org](mailto:ivy.wong@communitybusiness.org)).

- End -

## NOTES TO EDITOR:

### Media Contacts:

Joy TSANG  
Head of Marketing & Communications  
+852-2201-1818; +852-9486-4364;  
[joy.tsang@communitybusiness.org](mailto:joy.tsang@communitybusiness.org)

Andrew TSANG  
Marketing & Communications Associate  
+852-2201-1832; +852-2152-1889;  
[andrew.tsang@communitybusiness.org](mailto:andrew.tsang@communitybusiness.org)

### About MR. GAY WORLD™

MR. GAY WORLD™ is an annual international contest for gay men, with winners of national/local contests competing as delegates in a variety of categories. The primary purpose of the contest is to identify leaders who will take responsibility of being a spokesperson not only in his own community but on a global stage speaking out for equal human rights. For more information, please visit [www.mrgayworld.com](http://www.mrgayworld.com).

### About the Hong Kong LGBT Workplace Inclusion Index & Hong Kong LGBT Inclusion Awards

The Hong Kong LGBT Workplace Inclusion Index is the first and only benchmark on workplace inclusion practices and initiatives for lesbian, gay, bisexual and transgender (LGBT) employees in Asia. Launched by Community Business in 2015, it is a pioneering initiative that provides companies in Hong Kong with a credible and robust tool to assess, progress and promote their efforts towards LGBT inclusion. For more information, please visit [www.communitybusiness.org/hklgbtindex](http://www.communitybusiness.org/hklgbtindex).

While the Hong Kong LGBT Inclusion Awards will be organised yearly to maintain momentum, the Hong Kong LGBT Workplace Inclusion Index will be offered every other year, to give organisations sufficient time to make progress on their LGBT inclusion strategies. The next iteration will cover the calendar years of 2015 and 2016 and nominations will be open in Q4 2016.

## About Community Business

Community Business is a not-for-profit organisation (Hong Kong Charity Number 91/6560) whose mission is to lead, inspire and support businesses to have a positive impact on people and communities. Recognised as a thought leader in corporate responsibility and diversity and inclusion in Asia, Community Business conducts research, facilitates networks and events, leads campaigns and provides consultancy and training. With a focus on Responsible Business, our work is aligned to 5 mission-led themes:

- Investing and supporting local communities
- Tackling inequality in the workplace
- Ensuring happy, healthy, and engaged employees
- Promoting social inclusion
- Building responsible business leadership

Founded in 2003 and based in Hong Kong with a presence in India and the United Kingdom, Community Business works with companies of all sizes and from diverse industries across Asia, harnessing the power of business to drive social change. For more information, please visit <http://www.communitybusiness.org>.

©2016 Community Business Limited. All rights reserved. Reproduction and dissemination of this document (in whole or in part) is not allowed without prior written permission of Community Business Limited and due acknowledgment of authorship. If use of this document (in whole or in part) will generate income for the licensee, prior written permission to that effect must be obtained from Community Business Limited. To obtain permission, write to [ip@communitybusiness.org](mailto:ip@communitybusiness.org).