



## Two decades of promoting reading for all 深耕廿載推動全民閱讀



Group Executive Director Christopher Kwok said President Xi Jinping has expressed his wish for everyone to actively engage in reading. SHKP has been promoting reading since 2005 and is honoured to provide a bustling venue for the 2024 Hong Kong Reading+ carnival to foster a love of reading in the city. 集團執行董事郭基泓表示，國家主席習近平曾提到，希望全社會都參與到閱讀中來。新地自2005年起積極推廣閱讀，今次十分榮幸能提供高人流的場地舉辦活動，帶動全民閱讀風氣。

16

The Group has been a strong advocate for reading for almost two decades. In support of government's designation of 23 April as Hong Kong Reading for All Day starting from 2024, the Group provided the venue of New Town Plaza in Shatin for 2024 Hong Kong Reading+, a four-day carnival held at the end of April.

Organized by the Hong Kong Publishing Federation and sponsored by Create Hong Kong of the Culture, Sports and Tourism Bureau, 2024 Hong Kong Reading+ featured a series of exciting events. They included an exhibition, a book fair, musical performances, parent-child workshops as well as seminars by renowned writers including a talk by Hideko Yamashita, the acclaimed Japanese writer of the global bestseller "DanShaRi". In addition to supporting the carnival, New Town Plaza launched online and offline activities during the Hong Kong Reading Week, from 20 to 28 April, to promote reading.

集團在過去近20年積極推廣閱讀，適逢政府從今年起將4月23日訂為「香港全民閱讀日」，集團全力支持並為「2024香港閱讀+」提供場地，讓主辦單位於四月下旬一連四日在沙田新城市廣場舉行嘉年華活動。

由香港出版總會主辦、文化體育及旅遊局「創意香港」贊助的「2024香港閱讀+」嘉年華，呈獻了一系列精采活動，包括展覽、書展、音樂表演、親子工作坊及作家講座，並邀請日本著名作家、全球暢銷書《斷捨離》作者山下英子分享會。沙田新城市廣場更於「香港悅讀周」期間（即4月20日至28日）舉行線上線下活動，進一步推廣閱讀風氣。



The Group sponsored the Hong Kong Publishing Professionals Society's annual reading survey. In a panel discussion on the survey results, Group Executive Director Allen Fung (middle) shares the Group's longstanding efforts to promote reading in the community over the years. 集團贊助香港出版學會進行「2024年香港全民閱讀調查」。在調查結果的發布會上，集團執行董事馮玉麟（中）欣然分享集團於過去致力推動青少年的閱讀興趣。