



Over 1,600 students participated in the Read to Dream programme this year  
“新地齐读好书”计划今年共有超过1,600名学童参与

## Group takes underprivileged students to book fair for ninth year running 连续九年赞助基层学童参与书展

26

The Read to Dream programme, a joint effort with St. James' Settlement and the Hong Kong Trade Development Council, again took over 1,600 underprivileged children from around the city to join different reading activities this year including going to the Hong Kong Book Fair with cash allowances to buy books, accompanied by Group volunteers. Children also attended celebrity talks and creative workshop. Over 10,000 students have benefitted from the programme over nine years.

### Celebrities encourage students

The celebrity talks had Group Executive Directors Allen Fung and Eric Tung, contemporary Chinese martial arts novelist Zheng Feng, Hong Kong's former world champion cyclist Marco Kwok and Bauhaus International (Holdings) founder George Wong telling their stories and lessons from reading. The guests encouraged the students to read and write more for their dreams.

Second Young Writers' Debut Competition winner Rainbow Leung gave a creative workshop at the book fair demonstrating drawing techniques and leading groups of students in creating their own work. The SHKP Reading Club had a booth at the book fair promoting happy reading with crafts on sale to raise money for the Arts with the Disabled Association Hong Kong.

“新地齐读好书”计划由集团与圣雅各福群会及香港贸易发展局携手合办，今年再度赞助逾1,600名来自不同地区的基层学童参与各项阅读活动，包括畅游香港书展。学童不但获发现金资助，在集团义工陪同下选购喜爱好书，更参与名人分享会及创意工作坊，通过各种形式体验阅读和创作的乐趣。计划至今已连续第九年举办，受惠学童逾万名。

### 名人分享 勉励学童

名人分享会的出席嘉宾包括集团执行董事冯玉麟及董子豪、当代武侠小说作家郑丰、曾夺世界冠军的前香港单车队成员郭灏霆，以及时装集团包浩斯国际创办人黄锐林等。各嘉宾与学童分享个人经验及阅读体会，鼓励他们多阅读、多创作，追寻梦想。

创意工作坊邀请了第二届“年轻作家创作比赛”得奖者李香兰主持，并现场示范绘画技巧，指导学童分组创作，发挥创意。新闻会亦在书展设立摊位推广愉快阅读，并同场义卖，为香港展能艺术会筹款。



Celebrities talk about reading and sportsmanship  
名人嘉宾畅谈阅读与运动精神



Group volunteers accompany students to buy books  
集团义工陪伴学童拣选好书