



SHKP Reading Club spreads summer reading fun

新阅会与大众共享夏日阅读乐

The SHKP Reading Club launched a free new multimedia reading platform called *linepaper* this summer, with features and reading information in lively content and format to encourage people, especially the young, to read. The Read to Dream programme took disadvantaged students to visit the Hong Kong Book Fair and buy books for a tenth consecutive year, promoting summer reading pleasure.

Read *linepaper* anytime, anywhere

The free *linepaper* multimedia reading platform was introduced in mid July under the sponsorship of the Reading Club. *linepaper* is a combination of 'online' and 'paper', bringing words and reading to cross between online and offline modes. As the name implies, it encompasses diverse channels like a website, mobile app and social media to fuse reading pleasure with daily life.

linepaper includes lifestyle features exploring different reading perspectives in a lively, easy-to-read style, book recommendations from Hong Kong and elsewhere plus exclusive interviews with writers, scholars and people from different backgrounds about writing and

reading. There is also an English Corner with interesting articles and exclusive interviews with native-language writers. The *linepaper* website and mobile app offer updates for a comprehensive reading experience including news about reading and publishing and columns by renowned writers and cultural figures, as well as multimedia content like audio books and video.

Read to Dream tenth anniversary

As in the past, the Read to Dream programme again staged reading activities for disadvantaged students from different communities, benefitting over 25,000 participants from 120 local schools since 2008. The theme of Read to Dream this year

was SpREAD the Loving Seeds. Some 1,700 underprivileged students visited the book fair with Group volunteers and purchased books with cash allowances provided by the Group. They also attended celebrity talks and a creative workshop to expand their horizons through interesting activities.

There were additionally two Reading Club seminars at the book fair with the latest Young Writers' Debut Competition winners talking about their paths to writing and a renowned young scholar and an author discussing the latest reading trends.



Group Executive Director Christopher Kwok (second left), Hong Kong Trade Development Council Assistant Executive Director Sophia Chong (first left), St James' Settlement Deputy Executive Officer Josephine Lee (second right) and columnist Vincent Tsui (first right) at Read to Dream event
集团执行董事郭基泓(左二)、贸发局助理总裁张淑芬(左一)、圣雅各福群会副总干事李玉芝(右二)及专栏作家徐缘(右一)出席“新地齐读好书”活动

今年暑假，新闻会全新免费跨媒体阅读平台《linepaper》启动，以生动有趣的内容及方式，分享主题阅读故事和信息，鼓励大众尤其是年轻人，走入阅读的缤纷世界。另外，“新地齐读好书”活动连续第十年赞助基层学生畅游香港书展、买好书，与小朋友在缤纷夏日一起享受阅读的乐趣。

随时随地阅读《linepaper》

由新闻会赞助的免费跨媒体阅读平台《linepaper》已于七月中正式上线。《linepaper》是“online”加上“paper”的组合，代表着文字和阅读可以跨媒体，自由游走于线上与线下之间，完全互动。顾名思义，这个阅读平台将通过多样化的渠道，如网站、移动应用程序及社交媒体等，让愉快阅读时刻融入生活。

《linepaper》以生活化的专题，运用轻松活泼、深入浅出的方法探讨阅读的不同面向，介绍香港及世界各地好书；同时走访作家、学者及社会各界人士，分享他们的创作和阅读心得；更特别设有英语专区，介绍英文作品及专访外语作家等，让读者轻松享受英语阅读。《linepaper》网页及流动应用程序亦会不时上载其他精彩内容，包括最新的阅读及出版信息、由知名作家及文化人撰写的专栏以及多媒体内容如有声书及影片等，带来更丰富及全面的阅读体验。

“新地齐读好书”十周年

一如以往，“新地齐读好书”会继续赞助来自不同社区的基层学童参与阅读活动；自2008年起，活动惠及超过25,000名来自120间本地学校的学生。今年“新地齐读好书”以“喜阅传承十载情”为主题，为1,700名基层学童举办一连串活动，包括畅游书展，在集团义工陪同下，善用集团赞助的现金津贴选购心爱的书籍。学童亦参加了名人分享会及创意工作坊，通过各种有趣活动，从中得到启发，增进知识及开阔视野。

此外，新闻会在书展期间举办了两场讲座，分别邀请了新一届“年轻作家创作比赛”优胜者，以及著名年轻学人和作家，与读者畅谈创作经验及阅读潮流心得。



www.linepaper.com

linepaper with reading and lifestyle themes
《linepaper》以生活化的专题，分享阅读信息



International relations scholar Dr Simon Shen (left) and the youngest winner of the Hong Kong Biennial Awards for Chinese Literature Ong Yi-hing (right) discuss reading trends at a linepaper seminar
国际关系学者沈旭暉博士(左)及香港中文文学双年奖最年轻得主王貽兴(右)在“linepaper读书会”上，与公众分享阅读潮流



YATA CEO Susanna Wong (second left), Walk in Hong Kong Founder Paul Chan (second right) and former Hong Kong Fencing Team member Wu Siu-cheung (first right) telling students how reading helped them face challenges
一田百货行政总裁黄思丽(左二)、“活现香港”创办人陈智远(右二)及前香港剑击队代表胡兆祥(右一)在名人分享会上，与学童分享阅读如何协助他们面对挑战



Group volunteers accompany students to buy books at the book fair
集团义工陪伴学童在书展选购心爱的书籍