



Group Executive Director Allen Fung (fourth right) with representatives of the partners kicking off the SHKP Reading Club's Happy Reading Give Me FIVE celebration campaign

集团执行董事冯玉麟(右四)联同新阅会“喜阅五周年”活动合作伙伴代表,启动一连串庆祝活动

## SHKP Reading Club launches Happy Reading Give Me FIVE celebrations

### 新阅会展开“喜阅五周年”庆祝活动

The Group has been promoting reading and holistic development for more than a decade. Since late 2013, the SHKP Reading Club has integrated all of its reading-related initiatives and projects to further promote the joy of reading among different target groups. To date, over 200,000 people across the city have directly taken part in Reading Club activities. To mark the Reading Club's fifth anniversary at end of this year, five special initiatives have been launched under the Happy Reading Give Me FIVE celebration campaign to spread reading pleasure with everyone, especially youngsters.

The celebrations are rolling out in phases with a reading-themed afternoon tea, overseas travel sponsorship scheme, community exploration, video sharing and inter-generational reading fun. All of these are specifically designed to promote reading in a wide range of interesting ways with some even including charity elements to provide more people with reading fun.

#### Reading Tea Time

The Reading Club has joined hands with Sky100 Hong Kong Observation Deck and Café 100 by The Ritz-Carlton, Hong Kong to present a special afternoon tea set between 1 May and 30 June. Guests can enjoy reading while taking in the stunning harbour views across Hong Kong and dine on a wonderful selection of savoury delicacies and desserts specially crafted by a five-star hotel chef. This is indeed a special treat for both the eyes and taste buds.

A portion of the proceeds will go toward providing books or reading related materials for children in foster care.

#### Reading Stories from Afar

Reading and travelling truly help widen one's horizons. The activity encourages people to explore more reading possibilities about travel in preparation for an unforgettable trip. Participants plan their reading-related itinerary and then submit a travel proposal to the Reading Club. Shortlisted participants will then get the chance to win a sponsorship package to make their dream trip a reality.

#### Reading Hong Kong Stories

The activity focuses on three special trails that feature distinctive Hong Kong culture and literary references. Participants get to come face-to-face with local features and stories depicted by various authors during a series

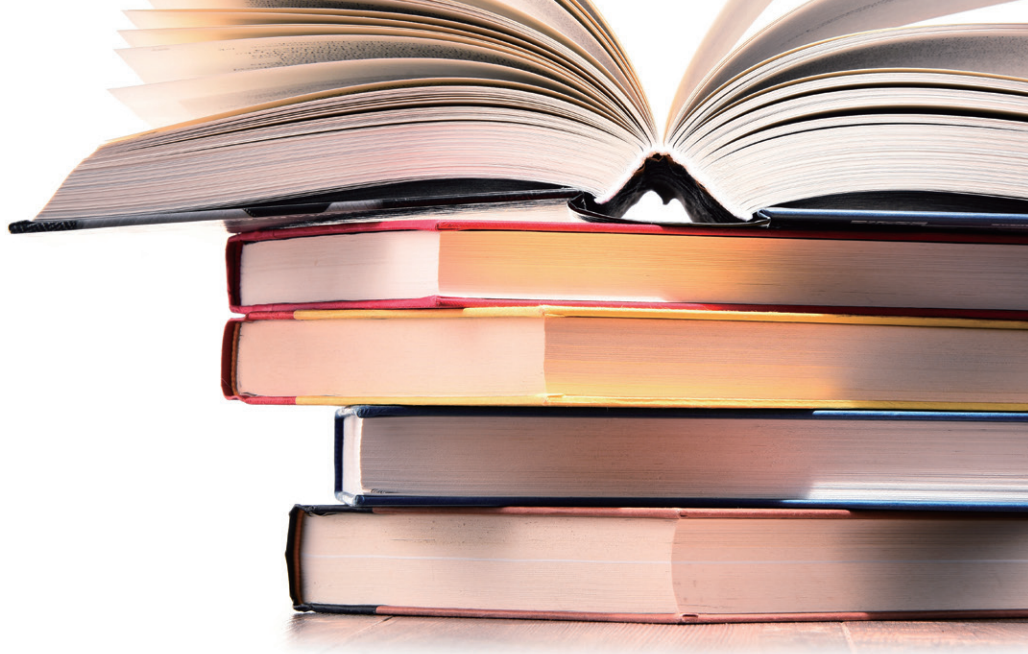
of interesting leisure walking tours. People are encouraged to take snapshots of their favourite moments at designated places and share their Hong Kong stories with others.

#### Reading in Short Film

It encourages people to explore a host of happy reading moments, then make short films on mobile phones. The shortlisted videos will be posted on the SHKP Reading Club Facebook page. Every 100 'shares' of the videos will allow 10 underprivileged children or teens to participate in creative reading activities.

#### Inter-generational Reading Fun

Primary students and volunteer families learn picture book story-telling skills and share stories with the elderly in community centres, bridging across generations with happy reading moments.



集团十多年来致力推广阅读及全人发展，更于2013年底成立新阅会，综合所有阅读相关活动及项目，进一步向不同社群推动愉快阅读，至今直接受惠对象超过200,000人。为庆祝新阅会于今年底踏入五周岁，特别推出以“喜阅五周年”为题的五大庆祝活动，与大众尤其是年轻人一起“愉快阅读·放眼世界”。

庆祝活动现已陆续展开，涵盖阅读主题下午茶、海外旅游赞助、社区探索、短片分享和亲子互动，以多元化兼轻松有趣的形式推动阅读，部分更结合慈善元素，让更多人可以体验阅读的乐趣。

#### 品味喜阅时光

新阅会与天际100香港观景台和Café 100 by The Ritz-Carlton, Hong Kong合作，于5月1日至6月30日期间，推出限定下午茶。大众在高空中俯瞰香港美景，一边品尝由名厨巧手炮制的咸甜美点，一边品味阅读，悠游视觉与味觉之旅。活动部分收入将拨作慈善用途，为有需要的寄养家庭儿童购置图书或与阅读相关物品。

#### 喜阅在他乡

阅读及旅游都有助开阔视野，放眼世界。此项活动鼓励大众通过“行万里路”探索阅读的各样可能性，体验不一样的旅游。参加者自行策划旅程，若所提交的阅读相关计划入选，即有机会获资助实践计划。

#### 喜阅香港故事

此项活动提供三条独特兼具有香港文化及文学特色的路线，让大众轻松自助行，实地感受作家笔下的地方风貌和人文故事。活动设有喜“阅”故事大募集，欢迎大众在有关景点把美好的瞬间拍摄下来，让更多人可以分享香港故事。

#### 我的喜阅片段

活动鼓励大众发掘生活的喜“阅”时刻，以智能手机拍成短片。入选的短片将上载于新阅会Facebook专页，每100个“分享”，会为10位基层儿童或青少年带来参与创意阅读活动的机会。

#### 喜阅跨世代

活动将教导小学生及义工家庭学习演绎绘本故事，然后带领他们探访社区中心向长者讲故事，让书本拉近彼此距离，促进共融。

#### Reading Tea Time 品味喜阅时光

