



Over 1,600 students participated in the Read to Dream programme this year  
「新地齊讀好書」計劃今年共有超過1,600名學童參與

## Group takes underprivileged students to book fair for ninth year running 連續九年贊助基層學童參與書展

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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.

「新地齊讀好書」計劃由集團與聖雅各福群會及香港貿易發展局攜手合辦，今年再度贊助逾1,600名來自不同地區的基層學童參與不同的閱讀活動，包括暢遊香港書展。學童不但獲發現金津貼，在集團義工陪同下選購喜愛好書，更參與名人分享會及創意工作坊，透過不同形式體驗閱讀和創作的樂趣。計劃至今已連續第九年舉辦，受惠學童逾萬名。

### 名人分享 勉勵學童

名人分享會的出席嘉賓包括集團執行董事馮玉麟及董子豪、當代武俠小說作家鄭丰、曾奪世界冠軍的前香港單車隊成員郭灝霆，以及時裝集團包浩斯國際創辦人黃銳林等。各嘉賓與學童分享個人經驗及閱讀體會，鼓勵他們多閱讀、多創作，追尋夢想。

創意工作坊邀請了第二屆「年輕作家創作比賽」得獎者李香蘭主持，並即場示範繪畫技巧，指導學童分組創作，發揮創意。新閱會亦在書展設立攤位推廣愉快閱讀，並同場義賣，為香港展能藝術會籌款。



Celebrities talk about reading and sportsmanship  
名人嘉賓暢談閱讀與運動精神



Group volunteers accompany students to buy books  
集團義工陪伴學童揀選好書