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
集團執行董事馮玉麟（右四）聯同新閱會「喜閱五周年」活動合作夥伴代表，啟動一連串慶祝活動

SHKP Reading Club launches Happy Reading Give Me FIVE celebrations
新閱會展開「喜閱五周年」慶祝活動

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.
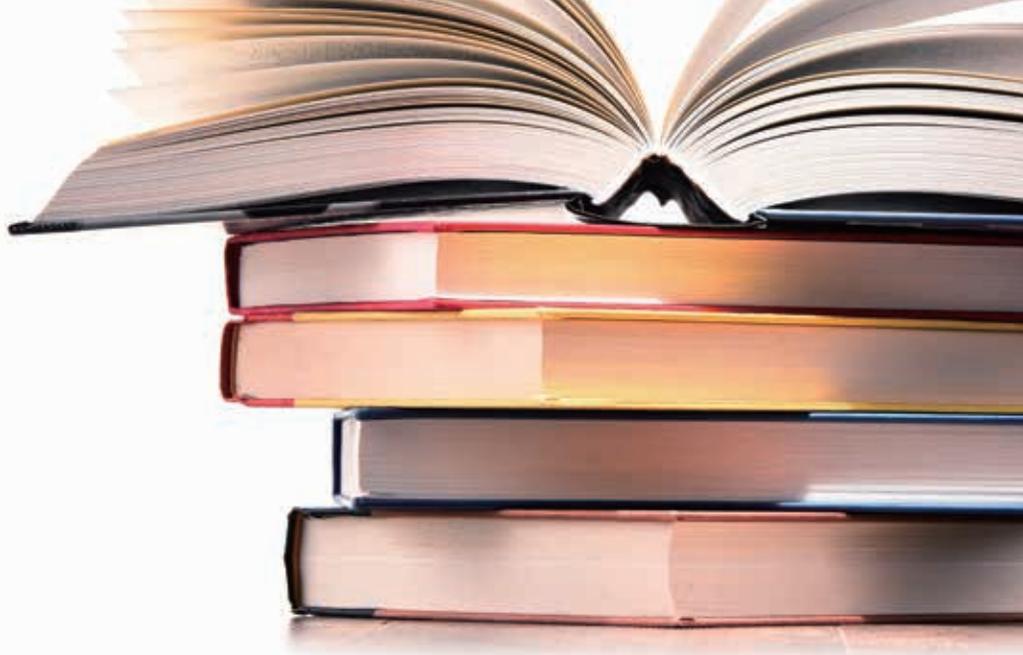
集團十多年來致力推廣閱讀及全人發展，更於2013年底成立新閱會，綜合所有閱讀相關活動及項目，進一步向不同社群推動愉快閱讀，至今直接受惠對象超過200,000人。為慶祝新閱會於今年底踏入五周歲，特別推出以「喜閱五周年」為題的五大慶祝活動，與大眾尤其是年輕人一起「愉快閱讀·放眼世界」。

慶祝活動現已陸續展開，涵蓋閱讀主題下午茶、海外旅遊贊助、社區探索、短片分享和親子互動，以多元化兼輕鬆有趣的形式推動閱讀，部分更結合慈善元素，讓更多人可以體驗閱讀的樂趣。

品味喜閱時光
新閱會與天際100香港觀景台和Café 100 by The Ritz-Carlton, Hong Kong合作，於5月1日至6月30日期間，推出限定下午茶。大眾在高空中俯瞰香港美景，一邊品嚐由名廚巧手炮製的鹹甜美點，一邊品味閱讀，悠遊視覺與味覺之旅。活動部分收入將撥作慈善用途，為有需要的寄養家庭兒童購置圖書或與閱讀相關物品。

喜閱在他鄉
閱讀及旅遊都有助拓闊視野，放眼世界。此項活動鼓勵大眾透過「行萬里路」探索閱讀的各樣可能性，體驗不一樣的旅遊。參加者自行策劃旅程，若所提交的閱讀相關計劃入選，即有機會獲資助實踐計劃。

喜閱香港故事
此項活動提供三條獨特兼具有香港文化及文學特色的路線，讓大眾輕鬆自助行，實地感受作家筆下的地方風貌和人文故事。活動設有喜「閱」故事大募集，歡迎大眾在有關景點把美好的瞬間拍攝下來，讓更多人可以分享香港故事。

我的喜閱片段
活動鼓勵大眾發掘生活的喜「閱」時刻，以智能手機拍成短片。入選的短片將上載於新閱會Facebook專頁，每100個「分享」，會為10位基層兒童或青少年帶來參與創意閱讀活動的機會。

喜閱跨世代
活動將教導小學生及義工家庭學習演繹繪本故事，然後帶領他們探訪社區中心向長者講故事，讓書本拉近彼此距離，促進共融。

Reading Tea Time
品味喜閱時光