



Group Deputy Managing Director Mike Wong (second row, fifth left), former Director of Welfare, Secretary for Health and Welfare, writer and English teacher Elizabeth Wong Chien Chi-lien (second row, sixth right), Chairman of the Hong Kong Aided Primary School Heads Association Lai Tsz-man (second row, fifth right), Publisher & CEO of Master Insight Media Man Cheuk-fei (second row, fourth left) and 'A Letter to My Family' SHKP Book Review Competition winners 集團副董事總經理黃植榮 (第二排·左五)、前福利署署長及衛生福利司、作家及英語老師黃錢其濂太平紳士 (第二排·右六)、香港資助小學校長會主席賴子文校長 (第二排·右五)、以及灼見名家傳媒社長及行政總裁文灼非 (第二排·左四) 頒獎予一眾「濃情·家書」新地閱讀寫作比賽得獎者

Popular SHKP Reading Club activities

新閱會活動多元化 深受歡迎

The SHKP Reading Club's 'A Letter to My Family' SHKP Book Review Competition proved very popular, drawing thousands of entries expressing feelings of family love. Other recent activities like talks and cultural tours also attracted interest from the public.

'A Letter to My Family' SHKP Book Review Competition

The 2016 'A Letter to My Family' SHKP Book Review Competition was a success with over 6,600 entries. The top entries were well written and touching. Many of the winners brought relatives or friends to share their success at the award presentation as the best in each category told their touching stories of gratitude to family. Most winning letters were to family members on topics like getting along with family, childhood memories, challenges and problems in life, career and future.

The biennial 'A Letter to My Family' SHKP Book Review Competition began in 2012 to bridge reading and writing by encouraging people, especially the young, to write letters strengthening relationships with family or friends.

Exploring the World of Creativity talks

The Reading Club and Joint Publishing (Hong Kong) staged a series of Exploring the World of Creativity talks with talented individuals sharing their experience and thoughts. Audiences appreciated the six inspiring talks with judges and past winners of Young Writer's Debut Competition delving into various aspects of the creative process like cross-

media creation, nurturing inspiration, satisfaction from creative work and sustaining creative expertise.

Read On, Move On series

The Reading Club's Read On, Move On programme encourages people to read and exercise more. Participants rode bikes and climbed stairs at locales featured in books to learn about the culture and history of Hong Kong. Another talk by a sports scientist and a psychologist on how exercise benefits children's growth advised parents about introducing children to reading and fitness.



Lawrence Pun (second left), Rainbow Leung (second right) and Brown White (first left) at the last Exploring the World of Creativity talk 創作人潘國靈(左二)、李香蘭(右二)及啡白(左一)在「開啟創作世界」講座系列中壓軸出場



Sports scientist Dr Lobo Louie (left) and educational psychologist Dr Raymond Tang (centre) encourage parents to give children balanced lives 運動科學專家雷雄德博士(左)及教育心理學家鄧滿明博士(中)在親子講座中，鼓勵家長為小朋友建立動靜相宜的生活模式



Reading Club tour of special stairways in Central and Sheung Wan where participants soaked up the history and culture all around 新閱會帶領參加者遊走中、上環各條街道，並隨著樓梯拾級而上，感受濃厚的文化及歷史氛圍

新閱會舉辦的「濃情·家書」新地閱讀寫作比賽圓滿結束，活動吸引了數以千計的參加者憑書寄意，向身邊的親友訴說心裡話及表達關懷。新閱會最近的一系列活動，包括講座及文化導賞團，亦深受大眾支持。

「濃情·家書」新地閱讀寫作比賽

2016「濃情·家書」新地閱讀寫作比賽反應熱烈，共收到超過6,600份參賽作品，得獎作品文筆細膩，感情真摯。在頒獎禮上，不少得獎者與收信的家人或朋友一起出席，分享獲獎的喜悅。各組別冠軍得主更即場分享感受，親述對家人的深厚情懷及謝意，令人感動。大部分得獎書信都是以身邊至親為對象，內容則圍繞與家人相處、童年時光、生活問題及職業路向等。

兩年一度的「濃情·家書」新地閱讀寫作比賽自2012年起舉辦，活動結合閱讀及創作，鼓勵參加者尤其是年輕人藉著書信拉近與親友的距離。

「開啟創作世界」講座系列

新閱會與香港三聯書店聯合舉辦「開啟創作世界」講座系列，邀請了多位優秀創作人出席，分享創作心得及感受，內容精彩，深受公眾歡迎。講座共有六場，每場都有「年輕作家創作比賽」評審及得獎者從多方面探討有關創作的各種議題，包括多媒體的創作形式、靈感創意的由來及培養、創作路上的喜樂、創作作為事業的持續發展等。

「悅動·閱樂」系列

新閱會的「悅動·閱樂」系列，鼓勵大眾齊閱讀、常運動。活動讓參加者透過踏單車及行樓梯，走入書中場景，從動與靜的對比中了解香港文化及歷史。新閱會亦邀請了兩位運動及心理專家，為家長解說運動對兒童身心發展的重要，並且教授實用貼士，讓家長協助孩子寓運動於學習，感受書本及運動的樂趣。