



SHKP Reading Club spreads summer reading fun

新閱會與大眾共享夏日閱讀樂

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
集團執行董事郭基泓(左二)、貿發局助理總裁張淑芬(左一)、聖雅各福群會副總幹事李玉芝(右二)及專欄作家徐緣(右一)出席「新地齊讀好書」活動

今年暑假，新聞會全新免費跨媒體閱讀平台《linepaper》啟動，以生動有趣的內容及方式，分享主題閱讀故事和資訊，鼓勵大眾尤其是年輕人，走入閱讀的繽紛世界。另外，「新地齊讀好書」活動連續第十年贊助基層學童暢遊香港書展、買好書，與小朋友在繽紛夏日一起享受閱讀的樂趣。

隨時隨地閱讀《linepaper》

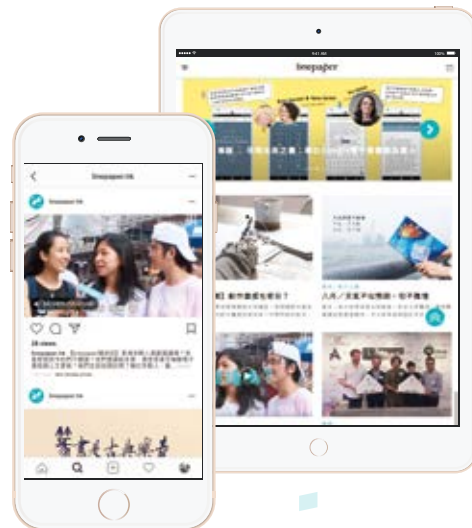
由新聞會贊助的免費跨媒體閱讀平台《linepaper》已於七月中正式啟動。《linepaper》是「online」加上「paper」的組合，代表著文字和閱讀可以跨媒體，自由遊走於線上線下之間，完全互動。顧名思義，這個閱讀平台將透過多樣化的渠道，如網站、流動應用程式及社交媒體等，讓愉快閱讀時刻融入生活。

《linepaper》以生活化的專題，運用輕鬆活潑、深入淺出的方法探討閱讀的不同面向，並介紹香港及世界各地好書；同時走訪作家、學者及社會各界人士，分享他們的創作和閱讀心得；更特別設有英語專區，介紹英文作品及專訪外語作家等，讓讀者輕鬆享受英語閱讀。《linepaper》網頁及流動應用程式亦會不時上載其他精彩內容，包括最新的閱讀及出版資訊、由知名作家及文化人撰寫的專欄以及多媒體內容如有聲書及影片等，帶來更豐富及全面的閱讀體驗。

「新地齊讀好書」十周年

一如以往，「新地齊讀好書」繼續贊助來自不同社區的基層學童參與閱讀活動；自2008年起，活動惠及超過25,000名來自120間本地學校的學生。今年「新地齊讀好書」以「喜聞傳承十載情」為主題，為1,700名基層學童舉辦一連串活動，包括暢遊書展，在集團義工陪同下，善用集團贊助的現金津貼選購心愛書籍。學童亦參加了名人分享會及創意工作坊，透過不同的有趣活動，從中得到啟發，增進知識及擴闊視野。

此外，新聞會在書展期間舉辦了兩場講座，分別邀請了新一屆「年輕作家創作比賽」優勝者，以及著名年輕學人和作家，與大眾暢談創作經驗及閱讀潮流心得。



www.linepaper.com

linepaper with reading and lifestyle themes
《linepaper》以生活化的專題，分享閱讀資訊



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
國際關係學者沈旭暉博士(左)及香港中文文學雙年獎最年輕得主王貽興(右)在「linepaper讀書會」上，與公眾分享閱讀潮流



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
一田百貨行政總裁黃思麗(左二)、「活現香港」創辦人陳智遠(右二)及前香港劍擊隊代表胡兆祥(右一)在名人分享會上，與學童分享閱讀如何協助他們面對挑戰



Group volunteers accompany students to buy books at the book fair
集團義工陪伴學童在書展選購心愛書籍