

Family Council TV API to promote 'Loving Family'

The following is issued on behalf of the Family Council:

As family is a main driver for social harmony, the Family Council will launch a new television (TV) Announcement in the Public Interest (API), titled "Family Gives You Strength", from tomorrow (April 27) to promote family harmony.

The API will be broadcast on major TV channels of ATV, TVB, TVB Pay Vision, Cable TV and Now Broadband TV.

The API depicts the life of a hardworking father and how he draws strength from his family after a long day at work.

Separately, 10 episodes of one-minute special TV programme of the Family Council will be broadcast on TVB-Jade at 7.30pm from Monday to Friday from tomorrow to May 8. Different guests will be invited to share their family stories and encourage Hong Kong people to more actively express their love and support for their family members.

The Family Council also organises various activities to promote the core family values of "Love and Care", "Respect and Responsibility", as well as "Communication and Harmony" to encourage the public to put love and concern for their family members into action.

Ends/Sunday, April 26, 2009

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