

## Family Council launches "Love And Respect Thy Elders" Campaign

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The following is issued on behalf of the Family Council:

The "Love And Respect Thy Elders" Campaign (LARTE Campaign), co-organised by the Family Council, the Commission on Youth, the Elderly Commission and the Women's Commission, has been officially launched. The launching ceremony was held at the Piazza of Kowloon Park this afternoon (August 11).

The LARTE Campaign aims to encourage and mobilise every member of the family to respect the elderly by putting love, concern, respect and care into action.

The Chief Secretary for Administration cum Chairman of the Family Council, Mrs Carrie Lam, was the officiating guest of the launching ceremony of the LARTE Campaign. Speaking at the launching ceremony, Mrs Lam said, "Cherishing families has always been the Chinese tradition. Through the launching of the LARTE Campaign, we hope to encourage the younger generation to put their filial role into practice."

At the launching ceremony, the Family Council premiered the Announcement in the Public Interest to promote the LARTE Campaign. The theme song (especially written for the Campaign) sung by Ms Miriam Yeung was also broadcast.

To further publicise the message of the Campaign, the Family Council will organise territory-wide promotional activities from August 2012 to March 2013. Activities include radio programmes, publication of a series of press advertorials, an e-games competition, an essay writing competition, a musical and more.

Apart from the activities organised by the Family Council, the Commission on Youth, the Elderly Commission and the Women's Commission will also launch different initiatives that subscribe to the theme, "Love And Respect Thy Elders".

For details of the LARTE Campaign, please refer to the Campaign website: [www.familycouncil.gov.hk](http://www.familycouncil.gov.hk).

Ends/Saturday, August 11, 2012

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