

"Love and Respect Thy Elders" Campaign competition prizes presented (with photos)

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The following is issued on behalf of the Family Council:

The Family Council held a prize presentation ceremony on the "Love and Respect Thy Elders" (LARTE) Campaign at the Y-Studio of Youth Square today (February 22). Council members Mr Bunny Chan, Professor Daniel Shek, Mr Robert Chow, Mr Ivan Yiu, Dr Pang King-chee and Ms Lilian Law attended the ceremony. They shared their personal experiences and encouraged youngsters to show their love and care for the elderly at home.

To encourage the public to express their filial love for family members, various competitions, including "E-game", "E-book" and "E-card", "Essay Writing" and "Music Video Design", were organised. The competitions attracted overwhelming support with more than 1,000 entries received. The judging panels selected the winning entries and the winners were presented with prizes at the ceremony.

The LARTE Campaign is co-organised by the Council, the Commission on Youth, the Elderly Commission and the Women's Commission to encourage every family member to respect the elderly by putting "Love", "Concern", "Respect" and "Care" into action.

Following the launching ceremony of the LARTE Campaign in August 2012, the Council has rolled out a series of promotional activities, including a TV and radio Announcement in the Public Interest, a theme song performed by Ms Miriam Yeung, newspaper advertorials, radio programmes, puppet and drama performances by the elderly, workshops, and a musical performance by a group of youngsters, reaching out to some 30 schools with over 5,000 students and the general public.

Ends/Friday, February 22, 2013

Issued at HKT 19:01

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