

2018 World Book Day Fest opens with joy and fun (with photos)

The Chief Executive, Mrs Carrie Lam, today (April 21) officiated at the opening ceremony of the 2018 World Book Day Fest, co-organised by the Standing Committee on Language Education and Research (SCOLAR) and the Education Bureau (EDB), to launch the city-wide reading promotion campaign “Discover and Share the Joy of Reading”.

In celebration of World Book Day and to further promote reading in Hong Kong, the EDB, the Leisure and Cultural Services Department (LCSD) and the Information Services Department are working together to present a series of vibrant activities to the community under the theme “Discover and Share the Joy of Reading”. The curtain-raising event – the 2018 World Book Day Fest – was held at SKH St Mary’s Church Mok Hing Yiu College in Sham Shui Po District today.

At the opening ceremony, Mrs Lam launched a new TV Announcement in the Public Interest (API) entitled “Discover and Share the Joy of Reading”. The API highlights the joy and endless charm of books to encourage reading in a refreshing tone and manner. It will be broadcast on TV and radio as well as social media platforms starting today. More publicity initiatives will be rolled out in the coming months to mark local citizens’ discovery of joy of reading in the new age.

Together with the Secretary for Education, Mr Kevin Yeung; the Director of Leisure and Cultural Services, Ms Michelle Li; and the Chairman of SCOLAR, Mr Lester Huang, Mrs Lam joined some 160 primary school students and their teachers in the “Reading Marathon” activity – reading out an interactive story themed “Appreciation and Respect” to share the pleasure of reading.

Mrs Lam also visited the “My Pop-up Library” set up by the Hong Kong Public Libraries (HKPL) of the LCSD at the venue. She toured the e-books experience zone and shared her reading experience with students. In support of the theme of the campaign, Mrs Lam gave away some 130 books chosen from her personal collection to participants to share with them the joy of reading.

Under the theme “Towards a Reading City”, the 2018 World Book Day Fest aims to foster a sustainable atmosphere and culture of reading across the city by building on the strengths in the promotion of reading across the curriculum and capitalising on the synergy of schools, parents and community partners.

Today’s activities included various programmes for students of different ages and parallel experience-sharing sessions conducted by schools, parents, government and non-governmental organisations as well as game booths and book exhibition. Over 3 000 school heads, teachers, school librarians, students and parents of secondary and primary schools and kindergartens participated in the activities.

SCOLAR and the EDB will continue to collaborate with different working partners in promoting reading in the school sector and nurturing students' interest in and habit of reading. Immediately following today's event, the LCSD will also launch a rich array of fun-filled activities including the Fun at Central Library fun day at Hong Kong Central Library tomorrow (April 22), enabling members of the public to have a unique and extraordinary library experience, and take in the joy of reading with family members.

To tie in with World Book Day, the Reading Charter campaign organised by the HKPL aims to raise the public's awareness by promoting reading. Members of the public may sign the Reading Charter, make a pledge and set their own goals for the joy of reading. An online version has been designed for readers to make the pledge at any place or any time. For details of HKPL activities, please stay tuned to its webpage (www.hkpl.gov.hk).



