

Concession week to provide special discounts and privileges to mark 30th anniversary of Senior Citizen Card Scheme

To mark the 30th anniversary of the Senior Citizen Card (SCC) Scheme and promote a spirit of respect for elderly persons, the Social Welfare Department (SWD) will launch a concession week from September 20 (next Friday) to September 26 (Thursday). Special discounts and privileges provided by local catering, retail, as well as other businesses and shops will be offered to elderly SCC holders to show respect and care from the community.

The SCC Scheme, which has been implemented for 30 years since its launch on April 1, 1994, aims to promote care and respect for the elderly. Under the Scheme, SCCs are issued to Hong Kong residents aged 65 or above to facilitate their access to discounts and privileges offered by Government departments, public organisations and merchants. The SCC Office has issued over 2.5 million SCCs so far.

During the concession week, over 300 participating organisations and merchants with about 1 450 outlets in 18 districts across the territory will display a publicity poster for the concession week (see Attachment). SCC holders can simply scan the QR code on the publicity poster to learn about the participating companies and organisations as well as special offers during the concession week. The information is also available on the SWD website (www.swd.gov.hk) or the Scheme's mobile application.

To further promote the concession week, a new promotional video is available on the official YouTube Channel of the SWD (www.youtube.com/@SocialWelfareDepartment).

For enquiries about the concession week, please contact the SCC Office on 2152 2847 during office hours.