

Customs and Excise Department and Hong Kong Youth Development Alliance co-organise "World No Tobacco Day Basketball Carnival" (with photos)

Today (May 31) marks World No Tobacco Day (WNTD). The Customs and Excise Department (C&ED) and the Hong Kong Youth Development Alliance jointly organised the "World No Tobacco Day Basketball Carnival" event today to promote a smoke-free lifestyle among youth and students in Hong Kong.

The theme of WNTD this year is "Protecting children from tobacco industry interference". It calls on the tobacco industry to stop targeting young people in its sales of tobacco products. The C&ED has long been committed to youth development. Students from various secondary schools and members of "Customs YES" were specially invited to participate in the event, which encourages young people to engage in healthy physical activities, stay away from tobacco products, and understand the benefits of a smoke-free lifestyle.

Speaking at the opening ceremony, the Deputy Commissioner (Control and Enforcement) of Customs and Excise, Mr Mark Woo, stated that the C&ED fully supports the tobacco control strategies of the Hong Kong Special Administrative Region Government and the Health Bureau. With a focus on "Regulate Supply, Suppress Demand", Customs will strengthen its crackdown on illicit cigarettes and related publicity and education efforts. Moreover, Mr Woo expressed the hope that the event would appeal to youth not to engage in any illicit cigarette trade activities, and convey the importance of abiding by the law.

During the "531 Basketball Shooting Interactive Session" which echoes this year's WNTD, guests interacted and created a memorable occasion with the youth participants. In addition, current players from the Hong Kong Basketball Premier League were invited to play a 3X3 exhibition basketball match with the C&ED Basketball Team, allowing both sides to interact and exchange experiences.

Other attending guests included officials from the Health Bureau and the Department of Health, members of the "Customs YES" Executive Committee and Honorary Presidents' Association, representatives from the Hong Kong Council on Smoking and Health, Legislative Council Members, and directorates of Hong Kong Customs.

