

[EDB holds award presentation ceremony for mascot design competition under Positive Parent Campaign \(with photos\)](#)

The award presentation ceremony for the mascot design competition entitled "Mascot Design Challenges: Positive Parents – Hearts United with Children" organised by the Education Bureau (EDB) was held today (November 21) at the Education Bureau Kowloon Tong Education Services Centre. The officiating guest, the Secretary for Education, Mr Kevin Yeung, and the Chairman of the Committee on Home-School Co-operation, Mr Eugene Fong, unveiled the mascots together. Representing that positive parents nurture healthy and happy children, "Mommy Light" and "Daddy Light" will take the roles of the mascots for the Positive Parent Campaign.

Speaking at the opening of the award presentation ceremony, Mr Yeung said that the EDB initiated the Positive Parent Campaign in June to enhance the public's and parents' understanding of the importance of happy and healthy child development. Being one of the key promotion activities of the campaign, the competition aimed at encouraging participants to unleash their creativity and design an original mascot that can act as the ambassador of the Positive Parent Campaign for promoting positive parent education as well as the proper ways and attitudes of raising children. It is also hoped to enhance a positive mindset among parents in nurturing their children, and gradually change the present culture of excessive competition among some parents, with a view to helping their children learn effectively and grow happily.

Among the winning entries, the champion of the open group, "Mommy Light", gives people the feeling of positivity, such as enthusiasm, optimism, warmth and happiness, and brings out the love of parents for their children. "Mommy Light", together with "Daddy Light", will serve as the ambassadors of the Positive Parent Campaign. They will engage parents through different platforms, such as video clips, book fairs and competitions in the future, sharing tips on the proper ways and attitudes of raising children with a view to promoting positive parent education continuously.

The competition is divided into kindergarten, primary, secondary and open categories. Over 1 400 entries have been received, with more than 300 entries jointly created by parents and their children, and student entries coming from more than 600 schools. The panel of adjudicators selected the champion, the first runner-up and the second runner-up, as well as five distinguished prize winners and 10 meritorious prize winners for each category as a sign of encouragement. In the award presentation ceremony, the champions of the four categories shared with the audience the creative process of designing the mascots, showing their creativity and supporting the messages promoted through the Positive Parent Campaign with actions.

The winning pieces have been uploaded onto the EDB's Smart Parent Net (www.parent.edu.hk). Members of the public are welcome to visit the website.

