

EDB launches Light Up a Bright Future with Your Child video production competition on parent education

To promote positive parent education and celebrate the 25th anniversary of the establishment of the Hong Kong Special Administrative Region, the Education Bureau (EDB) is organising the Light Up a Bright Future with Your Child video production competition on parent education, and issued a circular memorandum to all kindergartens as well as primary and secondary schools today (January 4) to inform them of the details of the competition and encourage schools, students and parents to actively participate in the event.

A spokesman for the EDB said, "The EDB has been holding the Positive Parent Campaign since June 2020 and has all along been promoting positive parent education through extensive and diversified channels to foster parents' positive thinking and the proper ways and attitudes of raising children. The objective is to foster a positive mindset amongst parents in nurturing their children, with a view to helping their children learn effectively and grow happily."

The spokesman said, "The competition aims to promote the proper ways and attitudes of raising children and encourage parents to adopt positive parenting approaches to nurture their children, with a view to building a bright future together. The competition gives an opportunity for students, parents and the public to unleash their creativity and use videos to express how parents and children work together to establish a good parent-child relationship. The Committee on Home-School Co-operation, the Hong Kong Island School Heads Association, the Kowloon Region School Heads Association, the New Territories School Heads Association and the Federation of Parent-Teacher Associations of the 18 districts have all become the supporting organisations of this event."

In addition to schools, members of the public are also welcome to participate in the competition. The competition is divided into four groups, namely the Primary Group, the Secondary Group, the Parent-child Group and the Open Group. Participants of the Primary, Secondary and Parent-child Groups must enter the competition on a group basis while participants of the Open Group can enter the competition on either an individual or group basis. The panel of adjudicators will select a Champion, a First Runner-up, a Second Runner-up and five Merit Prizes for each group.

Furthermore, there is a Most Liked Award for each group, which will be selected through public voting. The schools that have submitted the highest number of valid entries in the Primary Group and in the Secondary Group will be awarded a Most Active Participating School Award. Apart from receiving certificates of commendation, the winners will be invited to attend the Prize Presentation Ceremony cum Exhibition of Winning Entries. All those interested

in participating in the competition can visit the activity website (www.parent.edu.hk/en/article/video_competition) for application and submission of entries from January 18 onwards. The deadline for submission is April 11.

To let those interested in participating in the competition learn professional techniques of video production, the EDB will hold three workshops on video production as well as video shooting and editing in January and February. Interested parties can visit the activity website for details. Online application for the workshops will commence at 4pm on January 10 on a first-come, first-served basis.

For the updates of activities and information of the Positive Parent Campaign, please visit the EDB's Smart Parent Net website (www.parent.edu.hk/en).