

# Education Bureau holds mascot design competition under Positive Parent Campaign

The Education Bureau (EDB) issued a circular memorandum to all kindergartens and primary and secondary schools today (June 22), inviting them to encourage teachers, students and parents to participate in Mascot Design Challenges: Positive Parents – Hearts United with Children.

A spokesman for the EDB said, "The EDB has initiated the Positive Parent Campaign, with the mascot design competition being one of the key promotion activities. The competition aims to encourage participants to unleash their creativity and design an original mascot that can act as the ambassador of the Campaign to promote 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 of the parents, with a view to helping their children learn effectively and grow happily."

The spokesman said that as parents play a vital role in their children's development and learning, the EDB attaches great importance to parent education. The EDB has fully accepted the recommendations in the report submitted in April 2019 by the Task Force on Home-School Co-operation and Parent Education set up by the Education Commission and has been implementing relevant measures including the launching of the territory-wide Positive Parent Campaign to extensively promote the proper ways and attitudes of raising children.

The spokesman added that members of the public are also welcome to take part in the competition. Submission of entries will be accepted from June 29 to August 28. The competition is divided into four categories, namely kindergarten, primary, secondary and open. Participants of the kindergarten, primary and secondary groups can choose to enter the competition individually as a student or jointly as parent and student. Participants of the open group can only enter the competition on an individual basis.

The panel of adjudicators will select a champion, a first runner-up, a second runner-up, five distinguished prize winners and 10 meritorious prize winners for each category. Winners will be awarded a certificate of commendation and a gift voucher. Interested parties can visit the event website ([www.parent.edu.hk/article/positiveparent](http://www.parent.edu.hk/article/positiveparent)) for the details of the competition and submission of entries online from June 29 onwards. The deadline for submission is August 28.

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](http://www.parent.edu.hk)).