

Kick-off Ceremony of Summer Reading Fiesta cum Prize Presentation Ceremony of Reading KOL Short Video Competition 2018 held (with photos)

The large-scale family reading programme Summer Reading Fiesta, organised by the Hong Kong Public Libraries (HKPL) of the Leisure and Cultural Services Department, was launched today (July 28). An array of diverse and interesting activities will be held to promote reading for all, especially family reading. The Kick-off Ceremony coincided with the Prize Presentation Ceremony of Reading KOL Short Video Competition 2018. The competition received an enthusiastic response with more than 350 entries, and the winning entries are full of creativity and imagination.

The Kick-off Ceremony of Summer Reading Fiesta was held today at Hong Kong Central Library (HKCL). Members of the public, especially parents and children, are invited to join various activities during the Fiesta to discover the fun of reading in summer. Members of the public can also sign the Reading Charter at the libraries or make a pledge on the HKPL website, so as to enjoy a fruitful and joyful summer through reading.

The Reading KOL Short Video Competition 2018 was held from April to June, with an aim of encouraging members of the public to share the joy of reading and arouse their interest in reading. The competition consisted of three categories, namely the primary, secondary and open categories. It was supported by the Education Bureau with Sing Tao Daily and Smart Parents as media partners. It was part of a series of vibrant activities organised by the HKPL in support of a reading-for-all campaign themed "Discover and Share the Joy of Reading" launched by the Government earlier.

The open category's winner was Simon Overton, whose winning video was entitled "...But a book". Chloe Alquitran from Marymount Secondary School and Anson Lau from Hong Kong Baptist University Affiliated School Wong Kam Fai Secondary and Primary School were the champions of the secondary and primary school categories respectively with their winning videos entitled "Twenty Six Letters" and "Reading is awesome!". The Most Active Participating School Award was presented to Ju Ching Chu Secondary School (Yuen Long) (secondary school category) and Ho Ming Primary School (Sponsored by Sik Sik Yuen) (primary school category). The most viewed award of each category and the full list of winners will be uploaded to the HKPL website www.hkpl.gov.hk.

Summer Reading Fiesta includes a wide range of activities between today and August 13. A variety of music and drama performances and the Parent-Child Cosplay Contest – Book Characters Come Alive will be held at the Exhibition Gallery of HKCL. Families can also participate in other entertaining activities including "Reading Together – Happy Together" reading sessions, workshops and artist/writer sharing sessions. In addition, various public

libraries will also hold activities including book exhibitions and workshops for the public to enjoy a fruitful and fun summer vacation together.

The activities of Summer Reading Fiesta are free of charge. Seat reservation or admission tickets are required for some programmes. Details can be found in the Summer Reading Fiesta leaflet available at all public libraries and www.hkpl.gov.hk/srf. For enquiries, please call 2921 2660.

