

Launching Ceremony of Caring Food Coupon Programme held today (with photos/video)

â€‹The Government held the Launching Ceremony of the Caring Food Coupon Programme today (January 14) to distribute discounted food coupons to elderly persons in need, conveying society's care for them.

The Chief Secretary for Administration, Mr Chan Kwok-ki, officiated at the ceremony with Legislative Council Member Mr Tommy Cheung; the Secretary for Labour and Welfare, Mr Chris Sun; the Permanent Secretary for Labour and Welfare, Ms Alice Lau; and representatives from five participating catering groups. Elderly persons from various elderly centres were also invited to join the ceremony to witness this caring initiative.

Addressing the ceremony, Mr Chan expressed the Government's hope, through this tripartite collaboration among the Government, the business sector and the community, to convey care for the elderly and establish closer ties with them through the elderly centres, thus helping them better integrate into the community.

Mr Chan also expressed gratitude to the catering groups for their participation. He said that the five catering groups have taken root in Hong Kong and grown with Hong Kong people. They have been sparing no effort in fulfilling corporate social responsibilities with targeted care for the elderly. On top of their participation in the Programme, they also provide other kinds of catering concessions for elderly persons, establish volunteer teams to visit the elderly, and set up other food assistance programmes to send care and warmth to those elderly in need. He hoped that different sectors of the community would continue to join hands with the Government to support collaboration among the Government, the business sector and the community in building a harmonious and caring society.

The Caring Food Coupon Programme is a tripartite collaboration among the Government, the business sector and the community. Through the liaison efforts by Mr Cheung, Fairwood, Café de Coral Group, Tai Hing Catering Group, Maxim's Group and McDonald's Hong Kong have participated in and supported the Programme. Non-governmental organisations subvented by the Social Welfare Department also participated.

From today onwards, 214 subvented elderly centres across the territory will distribute discounted food coupons to around 50 000 elderly persons, including singleton/doubleton elderly persons and the hidden elderly. Elderly persons may also contact neighbouring elderly centres to enquire about the details of the distribution. Each beneficiary will receive a set of five coupons, each provided by a respective catering group. Each coupon can redeem a designated signature dish at a discounted price of \$25 from January 29 (the first day of the Lunar New Year) until March 31, 2025.

The Government will consider the way forward after the completion of the Programme in light of its response and effectiveness.

