

Mascot design competition under the Positive Parent Campaign opens for enrolment

The Education Bureau (EDB) is holding the "Mascot Design Challenges: Positive Parents – Hearts United with Children" to encourage participants to unleash their creativity and design an original mascot that can act as the ambassador of the Positive Parent Campaign. Interested persons are invited to submit entries on or before August 28.

A spokesman for the EDB said, "To help parents and children further understand how to co-create a mascot, the EDB has set up mascot design online classes on EDB's Smart Parent Net Website (www.parent.edu.hk/en/home) so as to help parents and their children find inspiration for creative ideas. A professional illustrator will introduce different design concepts to parents in the videos, so that parents can use special yet simple methods to unleash their children's creativity during the parent-child mascot design process. The design ideas include tracing the outline of a palm to create animal-shaped mascots and encouraging parents and children to act as detectives and search for inspiration through their daily life."

The spokesman said, "The competition is one of the key promotion activities under the Positive Parent Campaign to promote the proper ways and attitudes of raising children. It also aims 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 added that the competition is divided into four categories, namely kindergarten, primary, secondary and open. Members of the public, students, or parents and their children are welcome to take part in the competition via the event website (www.parent.edu.hk/en/home/positiveparent) on or before August 28. The panel of adjudicators will select a champion, a first runner-up, a second runner-up, five distinguished prize winners and ten meritorious prize winners for each category. Winners will be awarded a certificate of commendation and a gift voucher.

For updated information on the activities of the Positive Parent Campaign, please visit the EDB's Smart Parent Net Website.