

Reading KOL Short Video Competition 2018 opens for enrolment

To encourage members of the public to share the joy of reading and arouse their interest in reading, the Hong Kong Public Libraries (HKPL) of the Leisure and Cultural Services Department has opened the Reading KOL Short Video Competition 2018 for enrolment. The public are welcome to share their joyful experience of reading or to promote reading in a creative manner through a video within two minutes.

The competition consists of three categories, namely the primary, secondary and open categories (for all ages). The entry video may be produced in Cantonese, Putonghua or English, and must be submitted together with a title and a brief description on the concept of the video in not more than 100 words, in Chinese or English.

Entry is on an individual basis. Each participant can only enter the competition in one category. While more than one entry is allowed, each participant will only qualify for one award. The judging criteria include content presentation, creativity, interestingness, use of techniques and positivity. The submission deadline is June 11.

Each entry category will have one Champion, a First Runner-up, a Second Runner-up and three Merit Awards, in which the most viewed finalist entry in each category will be presented with a Most Viewed Award. Cash coupons ranging from \$1,000 to \$8,000 and certificates will be awarded to the winners. To encourage more participation of students, the Most Active Participating School Award will be given out in the primary and secondary categories. All winners and winning schools will be notified by post in July.

The competition is supported by the Education Bureau with Sing Tao Daily and Smart Parents as media partners. It is 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. For details of the competition, please visit www.hkpl.gov.hk/en/extension-activities/page/133096/reading-kol or call 2798 2870.