

# Special discounts and concessions offered for Senior Citizens Day on November 17

â€‹To show care and respect for the elderly, the Social Welfare Department (SWD) has organised a joint concession programme with the local catering sector, retail and other merchants to offer special discounts and concessions to Senior Citizen Card (SCC) holders on Senior Citizens Day next Sunday (November 17).

The SCC Scheme was launched on April 1, 1994 with an objective to promote care and respect for the elderly. Under the Scheme, SCCs are issued to Hong Kong residents aged 65 or above to facilitate their access to concessions or privileges offered by government departments, public organisations and merchants. The SCC Office has issued more than 2.5 million SCCs up to now.

An SWD spokesman said that over 400 participating organisations and merchants with more than 1 800 restaurants, retail shops and service merchants throughout the 18 districts will display a publicity poster for the privileges on Senior Citizens Day (see Attachment). SCC holders can simply scan the QR code on the publicity poster to learn about the participating companies and special offers. The information is also available on the SWD website ([www.swd.gov.hk](http://www.swd.gov.hk)) and the Scheme's mobile application.

The SWD expresses gratitude to different sectors' enthusiastic support and encourages SCC holders to enjoy the discounts and privileges on Senior Citizens Day. The SWD also welcomes more merchants from different business sectors to support and join the Senior Citizen Card Scheme.

For enquiries on the concessions, please contact the Senior Citizen Card Office on 2152 2847 during office hours.