

Special discounts and concessions offered for Senior Citizens Day on November 19

To show care and respect for the elderly, the Social Welfare Department (SWD) has organised a joint concession programme with the local catering and retail sectors to offer special discounts and concessions to Senior Citizen Card (SCC) holders on Senior Citizens Day next Sunday (November 19).

An SWD spokesman said that over 2 000 outlets including restaurants, retail shops and social enterprises throughout the 18 districts have pledged to join the programme and offer discounts or other concessions to SCC holders for their purchases on Senior Citizens Day. The participating outlets will put up the event poster (see Attachment) at prominent places for easy identification. The SWD expresses gratitude to the sectors' enthusiastic support for the event and encourages SCC holders to enjoy the discounts and concessions on Senior Citizens Day.

The SCC Scheme was launched by the SWD in 1994 with an objective to promote care and respect for the elderly. Under the Scheme, SCCs are issued to eligible Hong Kong residents aged 65 or above for them to enjoy concessions or discounts offered by government departments, public organisations and private companies. The Scheme has gained wide support from different sectors of society since its implementation. More than 2.4 million SCCs have been issued up to now, and over 2 600 participating companies and organisations with some 11 000 outlets are providing a wide variety of concessions to elderly persons.

Details of the joint concession programme on Senior Citizens Day and participating companies and organisations are available on the SWD website (www.swd.gov.hk), the Scheme's mobile application or by scanning the QR code on the event poster.

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