

# Special discounts and concessions offered on Senior Citizens Day on November 21

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 holders on Senior Citizens Day next Sunday (November 21).

An SWD spokesman said that encouraging responses had been received from the aforementioned sectors. Over 1 400 outlets throughout the 18 districts have pledged to join the programme and offer at least a 10 per cent discount or other concessions to holders of the Senior Citizen Card for their purchases on the event day. The participating restaurants and shops will put up the event poster (please refer to the Annex) at prominent places for easy identification.

The Senior Citizen Card Scheme (SCCS) was launched by the SWD in 1994 with an objective to promote care and respect for the elderly. Under the Scheme, Senior Citizen Cards 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 2.24 million Senior Citizen Cards have been issued up to now, and over 2 600 participating companies and organisations with some 9 700 outlets are providing a wide variety of concessions to elderly persons.

Details of the joint concession programme and participating restaurants and shops can be downloaded from the SCCS mobile application and are available on the SWD website: [www.swd.gov.hk](http://www.swd.gov.hk).

For further enquiries, please contact the Senior Citizen Card Office on 2152 2845/2152 2846/2152 2847 during office hours.