

Working Group on Patriotic Education organises "Love our Country, Love Hong Kong, Love our Community" Mascot and Logo Design Competitions

The Working Group on Patriotic Education under the Constitution and Basic Law Promotion Steering Committee (CBLPSC) today (May 30) announced that it would organise a mascot and a logo design competition with the theme of "Love our Country, Love Hong Kong, Love our Community". Students from primary and secondary schools, as well as tertiary institutions, are invited to participate in the competitions with a view to enhancing awareness and sense of patriotism among the youth. This will promote the mainstream values characterised by patriotism with affection for our country and Hong Kong and in conformity with the principle of "one country, two systems". The working group will send invitation letters to schools today to encourage students to participate in the competitions.

The Chairman of the CBLPSC and the Chief Secretary for Administration, Mr Chan Kwok-ki, said, "Patriotic education is a long-term process that requires continuous and dedicated efforts. Patriotic education also needs to begin from an early age and embed into the daily study and lives of students through interesting and diverse means that will subtly guide them to cultivate an awareness of patriotism and strengthen their patriotic sentiments. Students are welcome to participate in the mascot and logo design competitions, which are enjoyable and interesting patriotic education activities."

"We hope that through the competitions, young people will be encouraged to showcase the spirit of 'Love our Country, Love Hong Kong, Love our Community' through creative and artistic means, so that patriotic education can better spread across schoolyards and take root in the hearts of our next generation," Mr Chan added.

The Convenor of the Working Group, Ms Starry Lee, said, "The young are the pillars of society's future, and one of the important targets for our patriotic education promotion. I encourage their active participation in this competition, unleashing their creativity to show the love of our country, the love of Hong Kong and the love of the community, through producing distinctive mascots and logos of unique design, so as to strengthen the sense of national belonging and national identity."

The "Love our Country, Love Hong Kong, Love our Community" Mascot and Logo Design Competitions are organised by the Working Group on Patriotic Education and administered by the Hong Kong Ta Kung Wen Wei Media Group. Each of the two competition categories on mascot design and logo design mentioned above respectively is divided into primary, secondary and tertiary sections.

Participants may join more than one competition category, but each participant can only submit one entry for each category.

In these two competition categories, there will be one champion, one first runner-up, one second runner-up and one merit award for each section. To encourage students to actively participate in the competitions, there will also be a Most Supportive School Award. All winners will be awarded certificates. The champion, first runner-up and second runner-up will also be awarded annual passes to the Hong Kong Palace Museum. The winning entry may be adopted by the Government and featured in promotional materials in future.

Submission of entries for the competitions opens today till July 15, 2024. The results are expected to be announced this September or October.