



會 學 醫 港 香
The Hong Kong Medical Association

FOUNDED IN 1920-INCORPORATED IN 1960 AS A COMPANY LIMITED BY GUARANTEE
MEMBER OF WORLD MEDICAL ASSOCIATION AND CONFEDERATION OF MEDICAL ASSOCIATIONS IN ASIA & OCEANIA

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採 訪 邀 請
PRESS INVITATION

推廣公筷公羹
短片及口號創作比賽

Promote a Healthy Dining Culture

為鼓勵市民養成使用公筷公羹的習慣，培養良好的衛生飲食文化，本會自二零零三年十月起，與多個機構合作，透過舉辦不同的宣傳活動帶出有關訊息。在二零零七年，我們十分高興獲得香港專業聯盟非典型肺炎慈善基金的支持，開展第四階段的推廣活動。

其中的重點活動包括中學組及公開組的「短片及口號創作比賽」，所有參賽作品都有相當高的水準，評判團經過幾輪嚴謹的評審，最終在眾多入圍作品中選出優勝之作。我們計劃將得獎作品交由專業製作團隊拍攝成宣傳短片，在電子媒體廣泛播放，希望透過大眾傳媒，更有效地將衛生飲食文化的訊息帶給每位市民。

為表嘉許，我們將於**二零零八年四月六日**舉行簡單而隆重的頒獎典禮，屆時會播放冠、亞、季軍之得獎作品。歡迎新聞界出席採訪，詳情如下：

Starting from Oct 2003, the Hong Kong Medical Association has been working with our community partners in promoting a healthy dining culture of using serving chopsticks and spoons to the general public. A series of activities were held over the past years. In 2007, we were happy to have the support of the Atypical Pneumonia Charitable Trust of the Hong Kong Coalition of Professional Services for the commencement of Phase IV of the campaign.

The highlight of Phase IV includes a Slogan and Trailer Design Competition with an Open and a Secondary School categories. All submitted entries are of very high quality. The Panel of adjudicators had to go through deliberate discussions before they could pick the best from all others. The winning slogan and trailer will be adopted for professional shooting and be broadcast widely through the electronic media. By this means, the message of healthy dining can be carried to all walks of life.

To better acknowledge the winners, a prize presentation ceremony will be held on **6 April 2008** and the winning entries will be shown during the event. Members of the media are cordially invited to attend. Details are as follows:

日期 Date	: 二零零八年四月六日(星期日)	6 April 2008 (Sunday)
時間 Time	: 下午二時 至 三時四十五分	2:00 – 3:45 p.m.
地點 Venue	: 九龍亞皆老街 131 號 拔萃男書院禮堂 School Hall of Diocesan Boys' School, 131 Argyle Street, Kowloon	
主禮嘉賓 Guests of Honour	: 香港專業聯盟主席 梁振英先生, GBS, JP The Hon. LEUNG Chun Ying, GBS, JP, Chairman, HK Coalition of Professional Services 衛生署署長 林秉恩醫生, JP Dr. LAM Ping Yan, JP, Director of Health 立法會議員 (醫學界) 郭家麒醫生 Dr. Hon. KWOK Ka Ki, Legislative Councillor (Medical)	
特別嘉賓 Special Guest	: 公筷大使 方力申先生 Mr. Alex FONG, Ambassador	
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