

“Happy Moments of Family” Snapshot Competition

Objectives

1. To enhance inter-generational communication and harmony, and to promote extended family support
2. To foster a loving family relationship in the community by promoting the family core values of “Love and Care”, “Respect and Responsibility” as well as “Communication and Harmony”

Categories

Two entry categories will be accepted, including:

1. Community and Fun;
2. Sports and Exercises

Entrants Eligibility

Hong Kong residents aged 18 or above.

Each entrant can only submit one entry for either category.

Themes

Entrants should take a photo to promote one of the following themes in respect of the selected entry category:

1. **Community and Fun** - to encourage family members of different generations to participate in community activities and have fun together so as to enhance communication and harmony, encourage extended family support and foster loving family relationship in the community
2. **Sports and Exercises** - to encourage family members of different generations to play sports and do exercise together for fun and better interaction and communication between family members, thereby creating a healthy and harmonious family relationship.

Application

1. The snapshot should be submitted online.
2. The competition will accept photo submission from 00:00 (Hong Kong Time) of Tuesday 1 August 2017 to 23:59 (Hong Kong Time) of Saturday 30 September 2017. The photo submission time will be based on the server’s record. Late submission will not be accepted.

Application Deadline

30 September 2017

Adjudicating Panel

The Adjudication Panel will comprise representatives from the Family Council, Home Affairs

Bureau, 18 District Offices and Leisure and Cultural Services Department.

Assessment Criteria

1. Theme rendition; 2. Aesthetics; 3. Photo composition; 4. Creativity

Awards

A limited edition of family board game specially designed by Chocolate Rain would be given to successful entrants who have liked the facebook page of the Family Council.

The finalist entries will be posted for public voting at the Happy Moments of Family thematic website and Facebook page. There are Champion, First Runner-up, Second Runner-up and 5 Merit Awards in each category to be selected by public (40%) and adjudicating panel (60%).

	Community and Fun	Spots and Exercises
Champion	“Poon Choi” coupon for 8-10 persons Theme park ticket (8pcs) Gourmet gift hamper Total prize value over HK\$4,500	“Poon Choi” coupon for 8-10 persons Theme park ticket (8pcs) Gourmet gift hamper Total prize value over HK\$4,500
First Runner-up	“Poon Choi” coupon for 8-10 persons Theme park ticket (6pcs) Gourmet gift hamper Total prize value over HK\$3,800	“Poon Choi” coupon for 8-10 persons Theme park ticket (6pcs) Gourmet gift hamper Total prize value over HK\$3,800
Second Runner-up	“Poon Choi” coupon for 8-10 persons Theme park ticket (4pcs) Gourmet gift hamper Total prize value over HK\$3,000	“Poon Choi” coupon for 8-10 persons Theme park ticket (4pcs) Gourmet gift hamper Total prize value over HK\$3,000
Merit Award (5 winners)	“Poon Choi” coupon for 8-10 persons Museum pass (4pcs) Gourmet gift hamper Total prize value over HK\$2,000	“Poon Choi” coupon for 8-10 persons Museum pass (4pcs) Gourmet gift hamper Total prize value over HK\$2,000

Schedule

Open for Application	Starting from 1 August 2017
Submission Deadline	30 September 2017
Online Voting Period	30 October to 19 November 2017
Prize Presentation Ceremony	End 2017 (to be confirmed)

「一家心照」推廣運動

目的

1. 促進跨代家庭溝通及和諧關係，宣揚家庭支援的重要
2. 在社區推廣愛家人的文化，包括「愛與關懷」、「責任與尊重」及「溝通與和諧」的家庭核心價值

組別

比賽共分為兩個組別，包括：

1. 社區與樂趣；
2. 體育與運動

參賽者資格

18 歲或以上的香港居民。

每位參賽者只可於其中一個組別遞交最多一份作品。

主題

參賽者須按參賽組別的主題拍攝照片

1. **社區與樂趣** – 鼓勵跨代家庭成員一同參與不同社區活動，促進家庭成員之間的溝通、支援及和諧關係，帶出開心時刻，宣揚愛家人的信息及文化。
2. **體育與運動** – 鼓勵跨代家庭成員一同做運動，體驗當中的樂趣，增進家庭成員之間的互動與溝通，從而有助促進家庭健康及和諧。

參賽方法

- 必須透過比賽官方網站線上系統的方式提交。
- 參賽照片提交期為香港時間 2017 年 8 月 1 日(星期二) 00:00 至 2017 年 9 月 30 日(星期六) 23:59。遞交作品的時間，將以伺服器所收取之數據為準，逾時提交作品將不獲受理。

截止日期

2017 年 9 月 30 日

評審團

評審團將包括來自家庭議會、民政事務局、18 區民政事務處和康樂及文化事務署代表。

評判標準

1) 切合主題；2) 整體美感；3) 構圖；4) 創意

獎項

成功遞交作品和"Like"家庭議會 Facebook Page 的參賽者可獲贈由 Chocolate Rain 設計限量版家庭遊戲「齊齊返屋棋」一份。

進入最後階段的晉級作品將由網民及評審團選出每組冠、亞、季軍及優異獎 5 名。評審團分數佔 60%；公眾投票佔 40%。

	社區與樂趣	體育與運動
冠軍	盆菜禮券(8-10 位) 主題公園入場券 8 張 精美禮品籃 總值超過 HK\$4,500	盆菜禮券(8-10 位) 主題公園入場券 8 張 精美禮品籃 總值超過 HK\$4,500
亞軍	盆菜禮券(8-10 位) 主題公園入場券 6 張 精美禮品籃 總值超過 HK\$3,800	盆菜禮券(8-10 位) 主題公園入場券 6 張 精美禮品籃 總值超過 HK\$3,800
季軍	盆菜禮券(8-10 位) 主題公園入場券 4 張 精美禮品籃 總值超過 HK\$3,000	盆菜禮券(8-10 位) 主題公園入場券 4 張 精美禮品籃 總值超過 HK\$3,000
優異獎 5 名	盆菜禮券(8-10 位) 博物館全年通行證 4 張 精美禮品籃 總值超過 HK\$2,000	盆菜禮券(8-10 位) 博物館全年通行證 4 張 精美禮品籃 總值超過 HK\$2,000

時間表

開始報名	2017 年 8 月 1 日起
截止日期	2017 年 9 月 30 日
網上投票日期	2017 年 10 月 30 日至 11 月 19 日
頒獎典禮	2017 年 12 月 (待定)