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宜家傢俵



Members of The Dairy Farm Group

Press Release

Dairy Farm Group and Education Bureau Launched The First Interactive Life-wide Little Green Ambassador Scheme

Close to 440,000 Youngsters Envisions Future Green Living With Boundless Creativity

(29 June 2010, Hong Kong) In collaboration with the Education Bureau, the four members of The Dairy Farm Group (Dairy Farm), 7-Eleven, IKEA, Mannings and Wellcome, today announced the launch of the largest ever **Little Green Ambassador Scheme**. Open to the close to 440,000 kindergarten and primary school students in Hong Kong, the scheme, now in its third year, aims to inspire the younger generation to reflect on green living and learn how to put it in practice through a series of interactive life-wide learning activities. Green Living Creativity Competition, the highlight of this year's scheme, leads children to think about environmental conservation and express their own vision of Green Living.

The officiating guests of today's Kick-off Ceremony included: **Mrs. Carol Ho**, Chief School Development Officer, Home-school Cooperation Section, Education Bureau; **Ms. Caroline Mak**, Regional Director, North Asia & CEO, Dairy Farm China, The Dairy Farm Group; **Mr. Tim Chalk**, Chief Executive Officer of 7-Eleven Hong Kong & Macau; **Mr. Benjamin Birks**, General Manager of IKEA; **Ms. Athen Chung**, Director of Marketing, Mannings and **Mr. Choo Peng Chee**, Chief Executive Officer of Wellcome. Each holding a green torch, the guests lit up a cauldron together to symbolize their joint effort in nurturing green consciousness among the younger generation. Special guest **Ms. Nancy Sit Ka Yin** shared her experience of teaching her own children environmental conservation. She also demonstrated through a short drama how to practice Green Living with students from Mother Hong Kong Arts Centre.

Mrs. Carol Ho, Chief School Development Officer, Home-school Cooperation Section, Education Bureau said, "Environmental conservation is one of the most important issues in today's society. We hope to teach children to care about both the environment and society from an early age. Through the Little Green Ambassador Scheme, students can learn about the importance of environmental conservation. They can use their creative imagination and make environmental protection part of their everyday life."

Ms. Caroline Mak, Regional Director, North Asia & CEO, Dairy Farm China, The Dairy Farm Group said, "As a leading pan-Asian retailer, Dairy Farm has always worked hard to contribute to the promotion of environmental conservation. Having successfully encouraged children to help reduce the use of some 1.5 million plastic bags in the past two years, we have employed a more comprehensive approach for this year's Little Green Ambassador Scheme through interactive means that stay close to everyday life, such as the Green Living Creativity Competition and the Eco-learning Tour. Through thought and participation, the students can hopefully come to understand the true meaning of environmental conservation and ultimately put it into practice."

Creativity Competition Inspires the Young Mind to Read “Green Living”

The Green Living Creativity Competition is open to Kindergarten Two to Primary Six students. Participants can choose to express the theme of “Green Living” in diverse means, such as photography, drawing, short video and digital multimedia etc. The students’ work will be judged on the theme as well as the level of creativity and techniques. Students will be awarded a certificate for their winning entry. In addition, a school participation prize has been set up to recognize schools for encouraging more students to learn about environmental conservation through creativity by taking part in the competition. Please refer to the attached document for details on the competition.

Eco-learning Tour of Simulated Home Setting Fits the Daily Needs

Eco-learning Tour, another activity under this year’s Little Green Ambassador Scheme, took place immediately after the Kick-off Ceremony. About 20 Primary Three and Four students from Lok Sin Tong Primary School were invited to join the tour in a simulated home setting at an IKEA store. Through interactive games reflecting everyday scenarios in familiar settings like the bedroom and the kitchen, students were shown how to practice Green Living.

New Education Kits for Over Thousand Kindergartens

In order to support kindergartens in teaching environmental protection concepts to students, the third Little Green Ambassador Scheme once again produced a new learning kit for the over two thousand kindergartens in Hong Kong. Engaging stories, interactive games and a new theme song composed and performed by The Pancakes are made available for teachers to convey green messages to kindergarten students in diverse ways.

More details about the Third Little Green Ambassador Scheme are available at www.dairyfarmgroup.com and in the Useful Information at www.edb.gov.hk/bspp.

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About The Dairy Farm Group

Dairy Farm is a leading pan-Asian retailer. At 31st December 2009, the Group and its associates operated over 5,000 outlets, employed over 76,000 people in the region, and had total annual sales exceeding US\$8 billion. The Group operates supermarkets, hypermarkets, health and beauty stores, convenience stores, home furnishings stores and restaurants under well-known local brands. Dairy Farm is a member of the Jardine Matheson Group.

This is released by Weber Shandwick Worldwide on behalf of The Dairy Farm Group.

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