

"Do Not Gamble" Fun Fair

To enhance public awareness, in particular amongst youngsters, of the negative impact of gambling during the World Cup tournament, the Ping Wo Fund Advisory Committee (PWFAC), Home Affairs Bureau, Betting and Lotteries Commission (BLC) and Radio Television Hong Kong jointly organised the "Do Not Gamble" Fun Fair at Southorn Playground in Wan Chai today (June 12).

Officiating guests of the opening ceremony of today's "Do Not Gamble" Fun Fair include Acting Secretary for Home Affairs, Ms Florence Hui; Director of Broadcasting, Mr Franklin Wong Wah-kay; Chairman of the PWFAC, Dr Yau Wing-kwong; Member of the BLC, Mr Tsang Chi-hung; Director of Operations of Hong Kong Police, Mr Paul Hung; Chairman of Hong Kong Football Association, Mr Brian Leung; and Legislative Council Member, Dr Samson Tam.

Game booths surrounding the theme "Do Not Gamble" were set up by around 20 organisations, including schools, non-governmental organisations as well as the four counselling and treatment centres funded by the Ping Wo Fund, vying for various prizes of the game booth competition, including "the most creative design award", "the most outstanding theme award" and "my favourite booth award". The final match of the inter-school football matches as well as friendly football matches amongst celebrities, the Hong Kong Police and prominent local football players, were held on the same occasion.

"The World Cup tournament was kicked off yesterday. We have specially arranged today's Fun Fair on the first Saturday after the launching of the World Cup with a view to sharing with the community the joy of this international event held once every four years. We hope to convey the positive message of 'Do Not Gamble' through game booths, inter-school football matches and friendly football matches. We also encourage participants to promote the anti-gambling message to your friends and family members," Ms Hui said.

Since May 2010, around 90 schools have participated in the inter-school football matches organised under the "Do Not Gamble" Campaign. Meanwhile, PWFAC has stepped up publicity efforts to promote the message of "Do Not Gamble" through different media. For example, a new TV Announcement in the Public Interest emphasising "Do Not Gamble" while participation in football games has been

launched. Besides, for the first time, anti-gambling advertisements have been placed on popular Internet sites.

Ends/Saturday, June 12, 2010

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