



Summer Reading Campaign

Enrich your knowledge and enhance your creativity through reading over the summer holiday!

500 Privilege Cards from Sino United Publishing will be giveaway on a first-come first-served basis. Privilege Cards can be used in the bookstores of Commercial Press, Joint Publishing, Chung Hwa Book Company to enjoy special discount.

ELIGIBILITY:

Participants are required to read at least five books, and submit a book review on one of the books to participate in the competition. Selection of books and book review could be either in Chinese or English. Participants can only submit one book review for each selected book. There is no limitation on the numbers of submission for each participant.

GROUPS:

Junior Group: Kindergarten to Primary 2

Parents are encouraged to read together with their children and submit a book review with the topic "My favorite.....". The book review should be in the format of photo, with a caption and description of no more than 20 words.

Middle Group: Primary 3 to Primary 4

Submit a book review with the topic "My favorite.....". The book review should be in the format of drawing, with a title and description of no more than 50 words.

Senior Group: Primary 5 to Primary 6

Submit a book review of no more than 400 words. The style of writing can be in, but not limit to, expressive essay, commentary, prose, poem, a further development of the original story or rewriting a new denouement for the story.

PANEL OF JUDGES:

- Representatives from Kumon Hong Kong Co., Ltd.
- Principal Leung Siu Tong – Chairman of the Hong Kong Aided Primary School Heads Association
- Representatives from Sun Ya Publications (HK) Ltd.
- Dr. Tang Chiu Kay – Associate Professor of School of Chinese, The University of Hong Kong
- Dr. Lok Ping Pui David – Associate Professor of Department of Applied Social Studies, City University of Hong Kong
- Ms Kandy Cheung – Education Publishing Chief Editor of Sing Tao Daily



JUDGING CRITERIA:

Content 50%

Expression 30%

Creativity 20%

AWARD CATEGORIES:

Each group comprises of:

- Champion
- 1st Runner-up
- 2nd Runner-up
- Merit Award (5 winners)
- Creativity Award
- Most Active Participation Individual Award
- Most Active Participation School Award

Most Active Participation Individual Award is based on the highest number of books read by an individual. If the quantities of books read by the participants are the same, the judgment will base on the level of difficulty of the selected books.

Most Active Participation School Award is based on the highest number of participants from each school. If the total numbers of participants are the same, the judgment will base on the highest number of books read by the students from each school.

PRIZES:

| | |
|---|-----------------------|
| Champion | HK\$3,000 Book Coupon |
| 1 st Runner-up | HK\$2,000 Book Coupon |
| 2 nd Runner-up | HK\$1,000 Book Coupon |
| Merit Award | HK\$ 500 Book Coupon |
| Creativity Award | HK\$1,000 Book Coupon |
| Most Active Participation Individual Award [#] | HK\$1,000 Book Coupon |
| Most Active Participation School Award [#] | HK\$1,000 Book Coupon |

[#] A certificate will be granted to each winner and a trophy will be granted to the school with most active participation.

APPLICATION METHOD:

Submit the following information by email to project@singtao.com on or before 30 June 2010:
Participant's name, sex, age, school name and class, teacher's or parent's name, tel. and email address.

SUBMISSION METHOD:

By Post:

Complete the submission form and send along with the entries to the following address:
16/F., Sing Tao News Corporation Building, 3 Tung Wong Road, Shau Kei Wan, Hong Kong
Please mark "Summer Reading Campaign" on the envelope.



In Person:

Complete the submission form and submit the entries to the following address:

Sing Tao Office Address: 3/F., Sing Tao News Corporation Building, 3 Tung Wong Road, Shau Kei Wan, Hong Kong

Sing Tao Centre (TST) Address: Shop Unit No 18, Upper Ground Floor, Wing On Plaza, No.62 Mody Road, Kowloon

Sing Tao Centre (Central) Address: Rm 249, 2nd Floor, Worldwide Plaza, Central, Hong Kong

Office hour:

Monday to Saturday

10:00am to 6:00pm (Except Sunday and Public Holiday)

Kumon Hong Kong Co., Ltd: Suite 4301, Cosco Tower, 183 Queen's Road Central, Hong Kong

Office hour:

Monday to Friday

9:00am to 5:30pm (Except Saturday, Sunday and Public Holiday)

Kumon students may submit their entries to their Kumon instructor directly.

By Email:

Complete the submission form and email to project@singtao.com along with the entries.

Application Deadline: 30 June 2010

Submission Deadline: 10 September 2010 (based on the stamp chop date)

For details, please refer to Kumon website at <http://www.kumon.edu.hk> or contact Sing Tao Daily's hotline at 2798 2780.



SUBMISSION FORM

Groups:

- Junior Group : Kindergarten to Primary 2
- Middle Group : Primary 3 to Primary 4
- Senior Group : Primary 5 to Primary 6

Participant's name: _____ Sex: _____ Age: _____

School name: _____ Class: _____

Teacher's name: (if applicable) _____ Tel: _____

Email address: _____

Parents name: (if applicable) _____ Tel: _____

Email address: _____

Book Reading List (Use a separate sheet of paper if needed)

(1) Book Title: _____ Author / Translator: _____

(2) Book Title: _____ Author / Translator: _____

(3) Book Title: _____ Author / Translator: _____

(4) Book Title: _____ Author / Translator: _____

(5) Book Title: _____ Author / Translator: _____

Contesting Book Title: _____

Entry Topic: _____

Description: (Use a separate sheet of paper if needed) _____

Remarks:

- Each participant is required to apply for this competition on or before 30 June 2010, and is required to submit the entries on or before 10 September 2010. Entries submitted later than the deadline will not be considered.
- All entries should be the unaided original work of the participant and have not been previously published. All entries cannot be copied, reproduced or translated from other sources, and those previously awarded in other competitions will not be accepted. Entrants shall bear the full liability for any breach of copyright laws arising from their entries and the organizers shall assume no responsibility for it.
- Request for return of submitted entries will not be considered. The organisers and supporting media have the right to use the entries for promotion, including the right to have them exhibited, advertised and promoted in any format, and reserve the right for deleting, adapting and editing all entries.
- The entrants acknowledge and agree that the organizer reserves the right to make final decision at our sole discretion as to any dispute in relation to this competition.
- Notification will be sent to winners in mid-September 2010 and all winners will be invited to attend the award presentation ceremony held in October 2010. Details of the award presentation ceremony will be announced later.
- The personal data provided on application forms are for application, contact and marketing research purposes. The organizer and its affiliated companies reserves the right of using your data for marketing research, analysis and may send you emails, telephone calls and direct mailings containing promotional materials from time to time in the future. Applicants wishing to access or make amendments on personal data should submit written requests to Sing Tao Daily by post to Advertising Department, 16/F., Sing Tao News Corporation Building, 3 Tung Wong Road, Shau Kei Wan, Hong Kong.
- If you do not wish to receive promotional materials from the organiser and its affiliated companies, please tick the box.