



SPORTS FEDERATION & OLYMPIC COMMITTEE OF HONG KONG, CHINA

To: All Sports/ Education Editors/ Reporters

Immediate Release (24 May 2021, Hong Kong)

SF&OC Organizes a Colouring and Drawing Competition to Celebrate “2021 Olympic Day” on the eve of Tokyo Olympics

To echo the global celebration of the annual International Olympic Day on 23 June and also to advocate the Olympics atmosphere on the eve of Tokyo 2020 Olympic Games, the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) organizes the first-ever “2021 Olympic Day - Colouring and Drawing Competition” (the Competition) this year as the local event to celebrate for the International Olympic Day in Hong Kong. Following the three pillars set out by International Olympic Committee (IOC) i.e., **MOVE**, **LEARN** and **DISCOVER**, the competition aims to provide an opportunity for the member of the public to demonstrate their creativity and imagination on Olympic Values through their colouring and drawing.

There are altogether four Competition Categories in the Competition as follows (according to the 2020-2021 academic year):

- Kindergarten Group (K1 - K3)
- Lower Primary Group: Primary 1 to 3 students (full day or half day)
- Upper Primary Group: Primary 4 to 6 students (full day or half day)
- Open Group: Residents holding a valid Hong Kong Identity Card

For kindergarten category, the entrant should colour and draw on the designated artwork provided while the entrants from the other categories can freely use any drawing tools and types of paints for the theme of either Olympism, Olympic Sports or Olympic Games. The submission is opened from 24 May to 23 June 2021. The rules and regulations of the Competition can refer to the SF&OC’s website at <https://bit.ly/3bHni9v>.

The professional Judging Panel will select Champion, 1st Runner-up, 2nd Runner-up plus 10 merit awards of each category. Winners will be awarded with a trophy, a certificate, cash prize, Ocean Park Daytime Admission Ticket, Oakley sunglasses etc., Champion of the Open Group can even receive HK\$20,000 Free Credit Card Spending Limit sponsored by Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)”)! Entry for the Competition is free of charge, each participant can also receive an IOC E-Certificate and 2021 Olympic Day Souvenir T-shirt produced by FILA.



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The Awards Presentation Ceremony will be held on 24 July 2021 at Sha Tin New Town Plaza and all winning artworks will be exhibited at different locations from 23 July 2021 to 13 August 2021. Please follow the SF&OC's Facebook Page: <https://www.facebook.com/sfocHK> for more updated details. We are looking forward to your active participation to this Competition to win the prizes as well as your support to Hong Kong athletes to Tokyo 2020 Olympic Games!

Lastly, the SF&OC would like to express our sincere gratitude to the Subvented Organization – Leisure and Cultural Services Department; Event Sponsors – FILA Marketing (Hong Kong) Limited, ICBC (Asia), Shun Hung Kai Properties, Ocean Park Hong Kong and Oakley.

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