

Anti-Football Gambling Promotional Campaign 2014

Highlights of the Ping Wo Fund Anti-Football Gambling Promotional Campaign:

- The Ping Wo Fund, the Home Affairs Bureau and the Hong Kong Police Force joined hands for the first time to organise and promote an anti-football gambling campaign;
- Local design brand Chocolate Rain developed a series of public educational materials, which were featured in a roadshow exhibition and an interactive street game, attracting people of different age groups;
- An interactive street game was set up in the MTR station and a plaza in Causeway Bay for the public to participate in and show their support for anti-football gambling initiatives;
- A 16-day roadshow featured a football-themed Chocolate Rain exhibition, and weekend carnivals involved freestyle football, singing and dance performances, and other anti-football gambling-themed performances by Ping Wo Fund-sponsored organisations;
- Celebrity vs Youth – Finale Challenge attracted students and other young people to form their own teams to play a game of football with artistes;
- At district level, focus was placed on promotion at bars and restaurants together with District Councils and District Fight Crime Committees, and public educational materials were distributed to the general public to spread anti-football gambling messages via local facilities and with the help of different social services organisations;
- The Campaign also involved work with various media, promotion channels including newspapers and magazines, broadcasters such as television and radio stations, poster and banner displays and social media (such as a Facebook fan page) to spread the messages and information about the events in a multifaceted approach;

- Public educational materials of the Campaign were distributed at 2 000 private and public housing estates, 1 000 schools and more than 300 leisure and cultural facilities under the Leisure and Cultural Services Department and the Home Affairs Department in the 18 districts; and
- A total of about 290 000 participants took part in the Campaign-related activities, with anti-gambling messages reaching an audience of over 1 million.