

## **Towngas Low Carbon Living Photo Contest**

(22 July 2010) Helping to drive Low Carbon Action! Campaign, Towngas Low Carbon Living Photo Contest is held to enhance the public's awareness on low carbon lifestyle. The Contest gains full support from Friends of the Earth (HK) to promote the importance of reducing carbon emissions.

### **Photos to Demonstrate Low Carbon Lifestyle**

This summer, Towngas holds Low Carbon Living Photo Contest, inviting the public to submit photos that can demonstrate creative ways to ensure a low carbon lifestyle.

The Contest consists of 2 categories: **Low Carbon Lifestyle Tour** and **Fun for All – Our Low Carbon Lifestyle**. Contestants for the former need to demonstrate their low carbon lifestyle initiatives using Towngas Low Carbon Ambassador puppets – Towngas Boy and/or Tinny in the photos, while contestants for the latter can make use of freestyle photo composition demonstrating creative ways to achieve low carbon living.

### **Photo Samples**



Photo 1a: Adhere to the four principles of low carbon diet – use locally produced ingredients, eat seasonal food, eat more vegetables and less meat and eat the right amount of food. This is good for our health and can protect the environment.



Photo 1b: Lead a simple life. Chat with old friends and think about the ways to preserve the environment for the next generation.



Photo 1c: Unleash creativity and turn waste into funny toys.



Photo 1d: Towngas makes every effort to protect the environment and uses natural gas and landfill gas for clean production process. Do experience the joy of low carbon flame cooking!

### **Lead a Low Carbon Life with Towngas Boy and Tinny**

Our Iconic Low Carbon Towngas Boy and Tinny have a new low carbon image. Smart and naughty Towngas Boy has a hairstyle with the shape of flame, while Tinny has a fresh green look. Purchase a set of four for HK\$30 each from any Towngas Customer Centre, Towngas Avenue and Towngas Cooking Centre and create the ideal low carbon image through your camera lens. All proceeds from these sales will be donated to Friends of the Earth (HK) to support environmental activities.



Photo 2: Our Iconic Low Carbon Towngas Boy and Tinny have a new low carbon image. Smart and naughty Towngas Boy has a hairstyle with the shape of flame, while Tinny has a fresh green look. Purchase a set of four for HK\$30 each and all proceeds from these sales will be donated to Friends of the Earth (HK) to support environmental activities.

### **Details of the Contest**

#### **Judging Criteria:**

Requirements include creativity, practicality (adequately addressing the issue of Low Carbon Living), inspirational (motivating others to reduce their carbon footprint), skillful technique and aesthetic composition.

In addition to the above criteria, judges will also consider how well our Iconic Towngas Boy and/or Tinny have been used to demonstrate and express aspects of Low Carbon Living in the Low Carbon Lifestyle Tour category.

#### **Prize:**

Grand Prizes (1 winner in each category) for Low Carbon Lifestyle Tour category is an Apple iPad, and for Fun for All - Our Low Carbon Lifestyle category is an Olympus E-PL1 digital camera. Winners of Merit Prizes (5 winners in each category) can get Towngas Avenue \$500 cash coupon while winners of Special Prizes (10 winners in each category) can take part in a low carbon photographic eco talk and tour organised by Director of Eco Institute and the famous eco photographer Samson So. Participants can gain professional knowledge about eco photography and share experience with those with the same interest. (Details will be provided to the winners after the results announcement).

Furthermore, the Most “Like” Low Carbon Living Image Prize is also set up. We will select some excellent photos from the two categories and upload to Towngas Low Carbon Action! page on Facebook for internet users to vote for the most “Like” ones. Winners of Low Carbon Lifestyle Tour category can get SILK professional tripod and a Towngas Boy with Low Carbon Living Photo Contest Ambassador G.E.M. Tang’s signature. Winners of Fun for All - Our Low Carbon Lifestyle category can get Canon flash and a Tinny with Low Carbon Living Photo Contest Ambassador G.E.M. Tang’s signature.



Photo 3a: Grand Prizes for Low Carbon Lifestyle Tour category is an Apple iPad.



Photo 3b: Grand Prizes for Fun for All - Our Low Carbon Lifestyle category is an Olympus E-PL1 digital camera.

The submission deadline is 31 August. For submitting details as well as terms and conditions of the Contest, please visit [www.facebook.com/lowcarbonaction](http://www.facebook.com/lowcarbonaction).

### **The Judging Committee:**

The Low Carbon Living Photo Contest Judging Committee includes a representative from Towngas, Director of Friends of the Earth (HK) Edwin Lau, Director of Eco Institute and the famous eco photographer Samson So, and the renowned singer G.E.M. Tang.



Photo 4: G.E.M. Tang is one of the judges for Towngas Low Carbon Living Photo Contest.

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