



## **Family reading under the pandemic: Towngas presents “Towngas x Auntie Choi Reading Journey” cartoons**

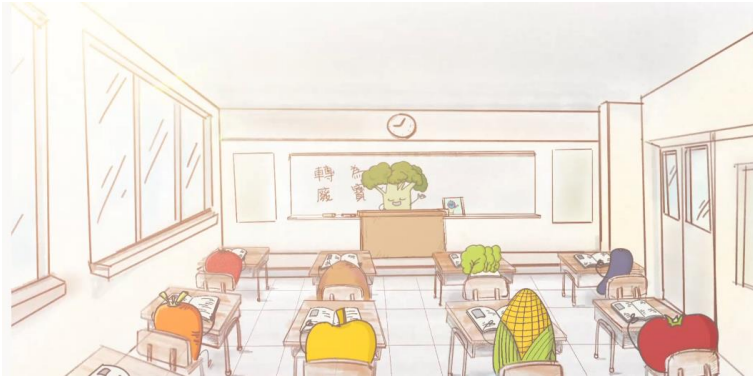
(30 November 2020) Hong Kong has recently been impacted by not only the novel coronavirus, but also upper respiratory infections. The Government announced yesterday that all face-to-face classes and in-school activities at the city’s kindergartens as well as primary and secondary schools are to be suspended from Wednesday, 2 December, till the end of the year. Planning educational activities for children under 10 years old during their extended stay at home has become a key concern for many parents.

In response to the situation, The Hong Kong and China Gas Company Limited (Towngas) collaborated with parent-child reading expert Ms Joyce Choi to launch an original cartoon series entitled “Towngas x Auntie Choi Reading Journey”. Targeted at teachers, parents and students, the free online series helps to provide positive and proactive online learning resources for the public. They can be enjoyed any time and serve as a useful subject for discussion to further students’ impression and understanding of the content.

The series comprises four episodes centred around the themes of environmental protection in our daily lives as well as inter-generation inclusion. It also promotes parent-child reading and conveys the message of “go green every day” to the next generation.

Mr Isaac Yeung Chung-kwan, Towngas General Manager - Corporate Affairs, remarked, “Towngas launched the original cartoon series ‘Towngas x Auntie Choi Reading Journey’ in the hope of teaching environmental protection in a fun way. It also serves to foster children’s interest in reading and share tips on parent-child reading, making it ideal for parents to watch with their children for at-home learning during the pandemic.”

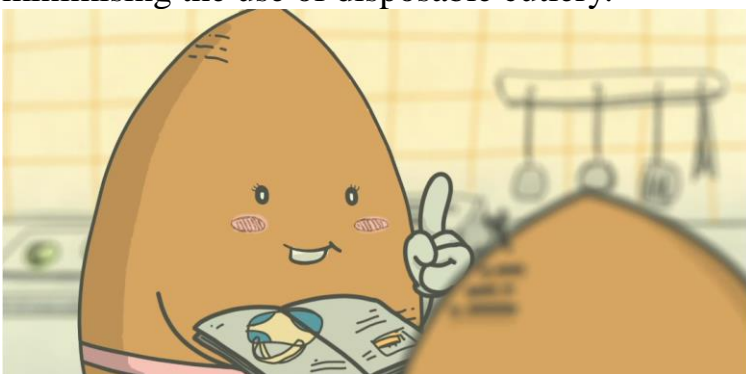
The first episode is entitled “Sparking the Passion for Reading”. It features the adorable main character, Yammie, encountering the bright and clever Veggie, and learning from the latter about the fun of reading while getting to know about the principle of turning waste to treasure.



The second episode, “Reading for Inter-generation Diversity”, is about Veggie’s mother sharing precious parent-child reading moments with Yammie’s family.



The third episode, “Reading for Environmental Protection”, introduces ways for Yammie to implement green-living principles in his everyday life, such as making shopping bags out of used clothes, avoiding food waste and minimising the use of disposable cutlery.



The fourth episode, “Becoming Green Pioneers”, features Veggie and Yammie forming a team of green readers at school. In addition to instilling the love of reading in their schoolmates, the team also shares tips on transforming waste to treasure and low-carbon living.



Throughout the battle against the pandemic, teachers and parents can foster the habit of reading among children through the “Towngas x Auntie Choi Reading Journey” cartoon series, available on the website <https://www.towngas.com/en/Media-Resources/Videos>. In addition to promoting parent-child reading, the series also features environmental protection knowledge so that parents can travel with their children on the journey of reading together while becoming green pioneers.

The “Towngas x Auntie Choi Reading Journey” series can also be accessed by scanning the QR code below.



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