



TAIWAN

Carrefour Cultural & Educational Foundation
1st Volume of 1998



1998

活動報導 第一輯

Carrefour



財團
法人

家乐福文教基金會

家樂福志工招募計劃

資格：

凡年滿16歲以上，40歲以下，桃園以北之學生（大專、高中、職畢業者）或社會人士，皆可報名。

★★★男女不拘、身心健康無不良嗜好者★★★

Recruitment of voluntary workers by Carrefour Cultural and Educational Foundation:

★Qualifications of voluntary workers:

Age between 16 to 40 years old; all the students (students of high schools, professional schools and colleges) and general public living in north of Taoyuan; both male and female are welcomed; physically and mentally healthy, without any bad habit.

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財團
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一步一腳印 我愛家樂福

家樂福集團於民國七十六年來台開啟經營的腳步，十多年來，家福企業一步一腳印隨著台灣經濟社會的成長創造卓越的經營表現。家樂福不僅將世界頂尖的流通管理技術移植到台灣，也為台灣社會開創另一種消費格局，為個人與家庭爭取最大的權益與幸福。行至1998，家樂福於全省已開十九個消費賣場，並且陸續擴增中。

家樂福希望藉由專業的經營管理、舒適的消費空間，成為台灣每個家庭的生活目的地，並具體實踐取之社會、用之社會的企業理念。以微視面而言，家福公司實踐了賣場單店回饋社區的使命，與賣場所在的社區環境做緊密的互動連結，期望由小做起；就巨視面而言，家福公司期望藉由企業回饋文化事業，能創造一個富而有禮、溫馨和諧的社會環境。家樂福文教基金會於斯成立，並積極經營於文化教育活動，成立二年多來所展現的成果，廣受各界的肯定。

One step at a time, I love Carrefour!

Carrefour Group came to Taiwan in 1987. Carrefour created a new shopping world for consumers and brings the greatest amounts of benefits and happiness to each individual and family. By 1998, Carrefour had established 19 stores in Taiwan, and more stores are under Construction.

Carrefour intends to give something back to the society through cultural and educational activities to make this society rich, warm and harmonious. The Carrefour Cultural and Educational Foundation was established to promote various kinds of cultural and educational activities.



家樂福文教基金會成立目的及背景

家福公司基於企業回饋社會的理念，於民國八十五年以新台幣壹千萬元基金創立家樂福文教基金會，以作為取之社會、用之社會的具體實踐。

家福公司期望整合更多資源，分別為社區、和社會不同的人口群設計符合實際需要的方案。家樂福文教基金會於是在眾多期待與掌聲中成立。

一步一腳印，家樂福文教基金會以堅實的腳步，用心經營每一個走過的足跡。舉凡家庭各類活動，如兒童、青少年、親子、老年等，家樂福文教基金會以達成個人滿意、社會和諧為目標。家樂福文教基金會不僅結合了社會各界資源，己身也成為社會資源，期許與社會的脈動需求做緊密連結，並藉文化活動的不斷推廣，達成家家快樂又幸福的圓滿境界。

Purpose and background of the establishment of Carrefour Cultural and Educational Foundation

With our belief of giving something back to the society, the Carrefour Cultural and Educational Foundation was established in 1996 with a budget of NTS 10 million to actually carry out our principle of "we should return what the society gives us".

The Foundation has held a variety of activities (including the activities designed for children, youths, parents and children, senior citizens, etc.) The Foundation intends to meet the needs of the contemporary society through many cultural and educational activities to make every family a happy and blessed one.



組織架構

Organization Chart

董事長：高清愿 (Chin-Yuan KAO)

董事會

Board of Directors

董事

歐德鵬 (Jean-Pierre AUDEBOURG)

馬戴偉 (Marc-David BISMUTH)

施榮樂 (Jean-Luc CHEREAU)

紀政 (Cheng CHI)

陳玲玉 (Lindy CHERN)

林懷民 (Hwai-Min LIN)

林蒼生 (Jason C.S.LIN)

申學庸 (Hsueh-Yung SHEN)

曾啟滄 (James TSENG)

吳瑞國 (Raymond WU)

執行長 吳瑞國

Managing Director (Raymond WU)

總幹事 吳旭慧

Executive Officer (Selina WU)

企劃群

Project Development

各賣場之參與
Carrefour Stores

各活動專案委員會
Event Committee
Member

家福公司公共事務服務處
Carrefour PASD

人力資源

最少成員發揮最大戰力是家樂福文教基金會在各項事務運作的原則。而“結合各方資源”與“組織訓練”則是活動成功的兩大利器。基於這樣的理念，家樂福文教基金會視每次活動為員工凝聚共識與再訓練的絕佳機會。因此每次各項活動的舉辦，家福企業在通路宣傳配合、人力支援上提供了最大的後盾。家樂福文教基金會採取家福企業的共同投入策略，乃要讓公益活動的影響力達到最佳效果，使個人與家庭均能受益。因此，不管靜態動態或大小規模的活動，均需仰仗與社會各界如政府、文化、傳播媒體、警方等緊密連結，並由家福企業提供優秀的人力，由家樂福文教基金會進行人力組織訓練，使每個活動都能漸臻完善，滿足每個人的需要。



Manpower

The operating principle of Carrefour Cultural and Educational Foundation is to achieve the most with the minimal amount of manpower. Two secrets of the success of the Foundation's activities are "combination of all the resources available" and "good organization and training". All the participating people and voluntary workers have undergone special manpower and organization training provided by Carrefour Cultural and Educational Foundation. Our goal is to make each activity perfect and meet the needs of everyone.



Carrefour Happy and Fortune Family Series Activities

"MY SWEET FAMILY" TAIPEI MRT ART EXHIBITION

For the past two years, Carrefour Cultural and Educational Foundation held "My Sweet Family Photo Contest" and "Carrefour Junior Artist Drawing Rally". A lot of outstanding photos and drawings entered these competitions. Some of these photos and drawings were displayed in different Carrefour stores scattering in different parts of Taiwan. To get fine arts available to more people and fill a public space with culture and fine arts, Carrefour Cultural and Educational Foundation held "My Sweet Family Fine Arts Exhibition" at Art Gallery of Taipei MRT Station from February 20 to March 31 in 1998. This exhibition had a lot of photos and children's drawings full of family warmth and fun on show to the public. Every day about 15,000 people enjoyed the warm atmosphere created by this display of family art.



The hustle and bustle of MRT station, people can feel the warm atmosphere of the art exhibition.
人群熙攘往來，也能感受溫馨的文藝氣息



Every day there are thousands of passengers enjoy the exhibition.
每日有數千乘客經過佇足欣賞



"My sweet family" photo show "我愛我家" 攝影展



The tax consultants answered every tax related problem.
稅務專家為您解決各種報稅的疑難雜症



Tax consulting station of Carrefour Nan-Kang store.
家樂福南港店的報稅諮詢站



People joined the lucky draw activity with pleasure.
民眾參與有獎徵答活動，場面熱鬧



Accountants from Taiwan Accountants Association assisted this activity.
台灣省會計師公會會計師前來協助此活動

家樂福家家快樂幸福系列活動
精打細算報稅諮詢服務

推行已邁入第三年的「精打細算家庭報稅諮詢服務」，今年又更加擴大，在全省十七家家樂福賣場設立諮詢站，解決民眾所得稅申報的各種疑難雜症。此活動結合了國稅局各地稅務專家及台灣省會計師公會的協助，全省有五萬多位民眾受益。

本活動安排了抽獎活動，民眾只要前來諮詢就有機會獲得家樂福禮券及免費看報等大獎。

另外除了諮詢服務外，民眾亦也可在各服務台領取報稅申報書，輕鬆又方便。家樂福文教基金會，推行此便民運動，深得各地民眾肯定，滿意度幾乎達到百分之百。



Carrefour Happy and Fortune Family Series Activities
Family Tax Consulting Service

This year was the third time that "Family Tax Consultation Service" was held. The service was expanded for this year. 17 Carrefour stores are installed with "Family Tax Consultation Service" to answer all kinds of questions that the general public encounter from the tax returns. With the assistance of the tax experts from Tax Collection Office and the accountants from Taiwan Provincial Association of Public Accountants, we estimate that over 50,000 people benefited from the service.



The tax consulting stations established at each Carrefour store.
 全省家樂福共有十七家稅務諮詢站



Tax Consultant at Carrefour Chu Pei Store
 家樂福竹北店諮詢站



People are happy to solve tax-related problems and to receive the application form.
 可解決稅務問題又可領取表格，民眾不亦樂乎



People Listened carefully the advice of tax-Consultants.
 民眾認真地聽稅務諮詢家建言



Carrefour New Recreational Proposals 家樂福新休閒主張



(From the left): The Foundation Managing Director Mr. WU, Carrefour South Regional Manager: Mr. RINCHEVAL, Carrefour South Regional Store Managers took a picture with Kaohsiung City Mayor: Mr. WU (左起): 家樂福基金會執行長, 家福公司南區區經理和南區各家店長與市長合影



The drawing children were about 4,000 people; and total participants were more than 10,000 people. 參加寫生的小朋友約四千餘人, 總計參與民眾超過萬人以上。



The performance of the Yi-Yuan Puppet Troupe. 一元布偶劇團表演。

家樂福家家快樂幸福系列活動

家樂福小畫家創意寫生 VS 歡樂布偶秀 · 高雄

在家樂福小畫家創意寫生VS歡樂布偶秀中, 您會看見一幕幕可愛、溫馨的親子畫面, 聽見稚子歡樂笑聲、父母溫馨呵護的慈容。這個活動營造了無數幸福家庭的縮影, 與兒童繪畫、戲劇的想像力。

四月二十六日家樂福文教基金會於高雄市立中正文化中心舉辦了這個饒富溫馨趣味的寫生活動與布偶秀。寫生活動結合布偶戲劇, 巧妙的安排讓每個家庭盡興而歸。值得一提的是, 這個活動有許多首創先例, 小朋友只要完成創作即可獲榮譽獎狀和獎品, 還有為了強調小朋友參與戲劇過程, 也設計了許多如小朋友集體彩繪舞台背景、小朋友即興戲劇創作等, 讓每個觀賞戲劇的小朋友覺得親歷其境。活動並邀請高雄師大美術系學生表演文化美容-集體創作我愛我家的巨型畫板, 相當豐富有趣。



Carrefour Happy and Fortune Family Series Activities
**Kaohsiung Carrefour Junior Artist
Drawing Rally vs Puppet Show**

We could see a lot of lovely, warm parents-children scenes and hear the laughter of children at the activity. This activity provided a chance for children and their parents to participate in drawing together and a chance to let children to use their creativity in drawing. On April 26, this rich and interesting creative drawing activity with a puppet show was held by Carrefour Cultural and Educational Foundation in Kaohsiung Chung-Cheng Cultural Center, and all the participating children and parents had a lot of fun.



The doctor and nurse from Chung-Ho Hospital of Kaohsiung Medical College served for medical service and CPR demonstration.
高雄醫學院附設綜合醫院特派醫師及護士到場為民眾作免費健診及CPR示範教學。



After performance, the cuddlesome puppets shook hands with children and said goodbye.
表演結束後大布偶和小朋友們握手話別。



Balloon DIY attracted many people.
氣球DIY教學吸引相當多群眾。



Art-majored students of National Kaohsiung Normal University painted on the big board for the event with the topic "My Sweet Family".
高雄師範大學美術系學生為活動所彩繪的「我愛我家」主題畫板。



The support from staff of North Regional Stores made the event go successfully.
北區各店同仁傾力參與使得活動順利成功。



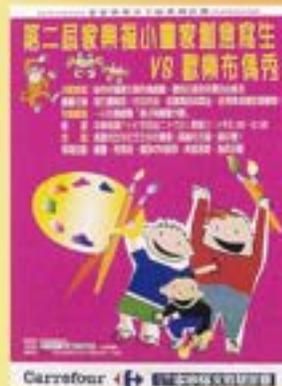
家樂福家家快樂幸福系列活動

家樂福小畫家創意寫生 VS歡樂布偶秀·台北

今年是家樂福小畫家創意寫生VS歡樂布偶秀二度於台北大安森林公園舉辦，這個活動廣受台北市民的認同與喜愛，內容包括了兒童親子創意寫生和生動活潑的布偶秀，本年5月26日此深富教育寓意的活動再度由家樂福文教基金會揭幕。其中氣球DIY，讓氣球變化各式各樣的卡通造型，免費健診，兒童集體彩繪佈景等都深獲家長和小朋友的喜愛，度過一個歡樂的午後。



The performance of the Yi-Yuan Puppet Troupe.
一元布偶劇團表演。



Carrefour Happy and Fortune Family Series Activities
**Taipei Carrefour Junior Artist
Drawing Rally vs Puppet Show**

This year is the second time that Carrefour Foundation held "Children's Drawing Rally and Puppet Show" in Da-An Forest Park in Taipei on May 26. The activity was enthusiastically welcomed by the people of the local community and Taipei City. This activity included children's drawing, participation of children and their parents and the interesting puppy show. The activity also included the balloon DIY (do-it-yourself), free physical checkup and children's drawing on cloth; all of these items were enthusiastically welcomed by the participating children and their parents.



The Foundation invited children to paint the performance setting: "The Spring"
基金會邀請小朋友一同彩繪布偶劇中春天布景。



The nurses from Taiwan Provincial Taipei Hospital served for medical service and CPR demonstration.
台灣省立台北醫院護士到場為民眾做免費健診及CPR示範教學。



The working crew made balloons and delivered to children.
工作人員準備汽球發送給小朋友。



The Foundation invited professional teachers to judge
基金會邀請專業評審老師進行評選工作。



(From the left) Carrefour North Regional Manager: Mr. LHUILLIER, French guest of honor, and Mr. CHEREAU
(左起): 家福公司北區區經理、法國貴賓、及家福公司台灣區總經理。



家樂福家家快樂幸福系列活動

明華園中壢演出

為了倡導地方藝術、發展社區文化，基金會邀請譽滿中外，深受國人喜愛的明華園歌仔戲團在中壢演出。端午佳節，和著粽香，在視野廣闊、綠意盎然的龍岡大操場，欣賞著明華園的經典之作-「濟公活佛」，加上獎品豐富的抽獎活動，八千位中壢地區民眾度過一個最歡喜快樂的粽子節。基金會歡迎各地民眾闖家來觀賞，文化之火在這一點一滴的耕耘下，必定更加成長茁壯。下年度傳統戲曲的列車將繼續行駛，在新營、花蓮及五甲．．等待與您相會。



Managing Direct of Carrefour Foundation, Chung Li Store Manager and actors of Ming Hwa Yuan said "Hello" to the audience. 基金會執行長，中壢店經理，明華園花旦小生向觀眾問好。



1998上半年度活動報導

Carrefour Happy and Fortune Family Series Activities
Folk Opera-Chung Li Show

To promote the traditional Taiwanese opera and local art, Carrefour Cultural and Educational Foundation asked the world renowned Ming Hwa Yua to perform Taiwanese opera in Chungli. During the Dragon-boat Festival, about 8000 people enjoyed the "Chi-gon" opera performed by Ming Hwa Yua.

Carrefour Cultural and Educational Foundation welcomes all the members in your family to come to enjoy the future traditional operas sponsored by the Foundation. In the next quarter, some traditional operas will be performed in Shinyin, Hualien, Wujia, etc.



The residents of Chung Li enjoyed performance.
中壢民眾觀賞演出。



Carrefour staff participated this event and contributed the performance.
家樂福同仁參與，促成演出。



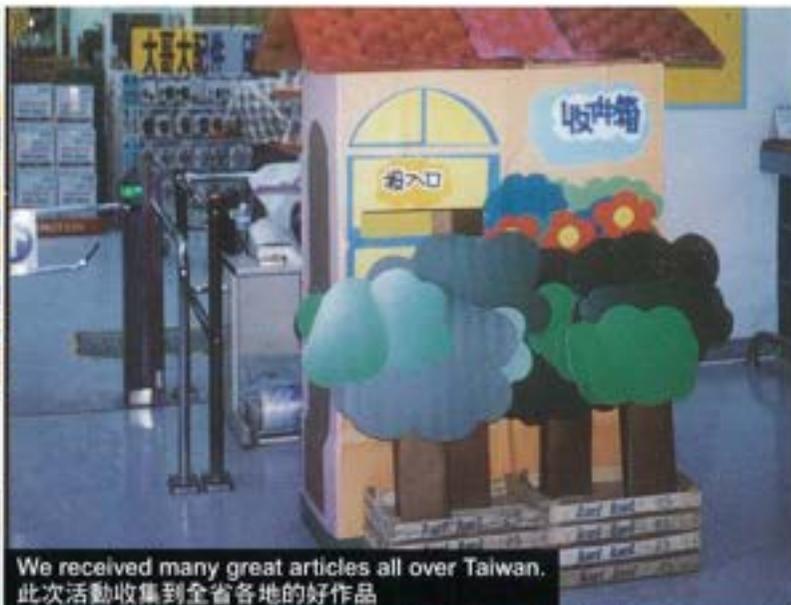
Our lovely working crew.
我們可愛的服務人員。



Every performance earned a great appreciation from local residents.
基金會安排的演員深得當地民眾讚賞。



The stories collection station of Tam-Hsui store.
淡水店的集稿站



We received many great articles all over Taiwan.
此次活動收集到全省各地的好作品



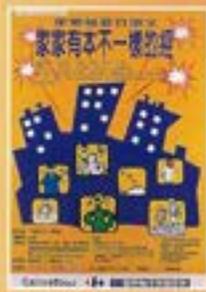
Recycle mail box of Chia-Yi Store.
嘉義店環保徵文信箱

家樂福家家快樂幸福系列活動

家樂福夏日徵文~

家家有本不一樣的經

社會在變，人也在變，「家庭」的組合，更是七十二變，為了探討今日台灣日新月異的家庭風貌，基金會結合了兩大媒體-中國時報及飛碟聯播網舉辦了「家家有本不一樣的經」徵文活動。全省家樂福設有十八個集稿信箱，收集各地民眾的投稿作品，這些信箱更是運用店內的回收資源，如寶特瓶、紙箱……，做成的造型可愛的環保徵文信箱。此徵文活動選出的三十一篇作品，內容有趣生動，反映台灣現代家庭百態，七月期間已同步發表於中國時報浮世繪版及飛碟聯播網“麗麗新世界”節目。這些豐富有意的作品，日後將有出版的計畫。期盼大家能在不同的家庭生活經驗下，彼此分享共同成長。



Carrefour Happy and Fortune Family Series Activities
Family Stories Collection
"Every Family Has its Own Story"

With the ever-changing face of the modern society, our family structure undergoes a lot of drastic changes too. To understand this changes of the families in Taiwan, a family stories collecting "Every Family Has Its Own Story". was held by Carrefour Cultural and Educational Foundation, China Times and UFO Station. Some of these articles were publicized on China Times and "Beautiful New World" program of UFO Station. Some of these articles will be put into a book to be published to make more people share of the different family experiences.

報時國中 繪世浮

從痛苦中出離

親家一國跨

白個兒成全白個兒

千鈞一髮



家樂福新休閒主張 Carrefour New Recreational Proposals

家樂福關懷青少年系列活動

青春集短篇

偶像法令廣播劇

我炫,我不喝酒
I'm dazzling, but I don't drink



我愛,我不冒險

I will love, but I don't take risks

我High,我不吸毒

I'm high, but I don't take drug



我壯,我不打人

I'm strong, but I don't fight

我注意休閒安全
Safety Recreation



我樂於服務

I enjoy serving others

我酷,我不抽煙

I'm cool, but I don't smoke

我帥,我不飆車

I'm chic, but I don't speed

關懷青少年問題一直是家樂福文教基金會每年投注大量經費、心力的工作。

今年二月九日開始，家樂福文教基金會、行政院青年輔導委員會與中國廣播電台策劃了一系列「青春集短篇—給年少多點愛」偶像法令廣播劇。該活動乃針對目前青少年嚴重的犯罪問題如毒品、菸害、飆車、暴力、性等問題，編寫了生動有趣的腳本，加上活潑的廣播配音，並邀請張惠妹、游鴻明、黃品源、Me2、張信哲、山風點伙、陶喆、陳曉東對青少年進行呼籲，使法令廣播劇的效果非常良好。活動從二月九日至三月三十一日於中廣流行網、中廣新聞網每天五到六次的播出，為使更多青少年朋友聽見受益，這個活動還結合了演唱會，擴大該活動的影響力。

Carrefour Cares About The Youths
**A Radio Program-
 Mini Youth Show**

The Foundation has poured a lot effort on the youth problems. Starting from February, a series radio programs called "Mini Youth Show" have been established by the Foundation, National Youth Commission and Broadcasting Corporation of China. A multiple of serious youth problems, including drug abuse, violence, sex, etc. are discussed in the shows. With the participation of many singers (including Hei Mei Chang, Me 2, etc.), these shows were aired on BBC five to six times a day from February 9 to March 31. These shows have had a great educational effect on the youths.



Vevy famous singers Pin - Yuan Huan recorded the mini youth shows.
 知名歌手黃品源熱烈支持該法令劇場

【青春偶像法令劇場】
 《蓄意縱火-由歌手黃品源 代表錄製》
 大鳥：笨頭，今天又把錢輸光了，老闆坑我們勒.....
 笨頭：大鳥，怎麼辦，我們倆的錢幾乎被老闆坑去了，還欠他一屁股債，真火大！
 大鳥：\，不爽就把他的店給燒了吧！
 失火了！失火了！（消防車聲音）
 黃品源：我是黃品源，以上行為，是犯了刑法第一百七十三條第...的放火罪，依法要處無期徒刑或七年有期徒刑，因為一...緒而犯了法，青年朋友，安呢敢有價值？
 家樂福文教基金會 行政院青輔會 中廣公司 關心您

【青春偶像法令劇場】
 《暴力問題(妨害自由)-由歌手陳曉東代表錄製》
 丁仔：小文，別這樣嘛，我那麼喜歡你，別老是拒絕我嘛！！
 小文：丁仔，我已經說過，我這不想談戀愛，你可以喜歡別人啊
 丁仔：別說那麼多了，走走，我想請你到我家
 小文：唉呀唉呀，人家不要啦，不要啦.....

陳曉東：各位年輕朋友，當你喜歡一個人，你要懂得學習尊重他，像上以的行為已經觸犯了刑法 305 條妨害自由罪，法律可以處二年以下有期徒刑，拘役或三百元以下罰金囉！年輕不要輕白，愛自己，更不要傷害別人
 家樂福文教基金會 行政院青輔會 中廣公司



Shiao Ton Chen famous singer come from Hong Kong represented the spokesman of the broadcasting drama.
 港星陳曉東為偶像法令劇場錄製有關暴力問題，並呼籲青少年-遠離暴力



The program hosts and pop singers took a lead to bring all participants to proclaim Carrefour slogans of New Recreational Proposal.
主持人沈時華與流行歌手黃品源，帶領全場參與民眾齊呼“家樂福新休閒主張”



Press Conference: March 31, 1998 at BCC: (from left) BCC Commercial Manager Mr. LEE, Singers/IPIS Group and Chung Chien Group, Managing Director of Carrefour Foundation Mr. LO and BCC famous DJ Ms. Shen
記者會：(左起)中國廣播公司業務部李經理，流行歌手/蟬螂合唱團，中間份子，基金會羅執行長，中廣主持人沈時華。



Famous singer Shaio Ton CHENG proclaimed "I don't take drugs"
港星陳曉東呼籲“我不吸毒”



The Carrefour Foundation added two extra screens to satisfied all audiences.
家樂福文教基金會特設兩個大螢幕以因應萬人以上之觀眾。

家樂福關懷青少年系列活動

新休閒主張-台中 關懷青少年巨星演唱會

今年四月四日家樂福青春演唱會點亮了台中的夜空，璀璨的舞台，萬頭鑽動的人群，將家樂福青春演唱會點綴得多采多姿。

家樂福青春演唱會係家樂福文教基金會、中廣公司為關懷青少年所舉辦，邀請知名歌手陳曉東、游鴻明、林志炫、柯以敏、山風點伙、方文琳、黃品源、黃名偉、齊秦、蘇永康、劉錫明、蟬螂合唱團、陳譚賢等提倡青少年新休閒主張“我high，我不吸毒、我帥，我不飆車、我愛，我不冒險、我酷，我不抽煙、我壯，我不打人”。只見參與的青少年與歌手們一起高歌宣誓，歌聲、歡樂聲響亮了台中夜空，家樂福新休閒主張也首次一點一滴地影響著青少年朋友。



1998上半年度活動報導

Carrefour Cares About The Youths
Carrefour Taichung Youth Concert

In the night of April 4, 1998, Carrefour Taichung Youth Concert lit up Taichung's night sky. The bright stage and thousands of participating crowd made the concert a very successful and entertaining one.

Carrefour Taichung Youth Concert was held by the Foundation and Broadcasting Corporation of Chinese. A lot of famous singers (including Shiao Ton Chen, Hon Ming Yio, etc.) performed in the concert to promote the messages of "I am cool, but I don't smoke; I am chic, but I don't speed; I am high, but I don't take drugs; I am strong, but I don't fight; I will love, but I don't take risks". We could hear that the crowd said these words out loud with the singers.



Singers performance: Shan Fong Dian Huo
歌手表演：山風點伙



Singers shared their opinions and experience about the juvenile delinquency and advocate correct concepts.
主持人與歌手游鴻明分享對青少年犯罪的看法並宣導正確法律觀念。



Singers performance: IPIS Group
歌手表演：蟬鳴合唱團



Taichung city mayor Ms.CHANG(right)gave a speech to praise the Carrefour Foundation and to promote the youngsters to enjoy healthy entertainment .
台中市長張溫應現場致詞肯定家樂福舉辦此活動，並鼓勵青少年朋友們從事正當休閒活動。



Carrefour stores supported a charity bazaar to sell chocolate, and all money raised will be donated to charity organizations.
家樂福商場協助舉辦巧克力義賣，所得全數捐贈婦幼慈善機構。



The participants reacted enthusiastically
現場民眾反應熱烈。



Premier Vincent SIEW encouraged the youth to take care about recreational safety.
行政院蔣院長提醒青少年朋友注意休閒安全。



IPIS and Chao-Jen Band talked the experience of "Anti-Drug"
蟬螂合唱團及超人合唱團大談正確的反毒觀念。

休閒主張 關懷青少年巨星演唱會

記者會

行政院青年輔導委員會 Carrefour 福文文教基金會



6/9 Press Conference:(from the left, the first row) Ms. YU and Ms.TSENG, (the second row)Mr. KUANG, Chief Director of National Youth Commission of Executive Yuan Ms. LEE, the Foundation's Managing Director Mr. WU and Mr. KAISEI.
六月九日演唱會記者會：(前排左)郁芳、曾寶儀(後排左)謝得輝、行政院青輔會主任委員李紀珠、基金會吳執行長、加勢大周。



Carrefour General Manager Mr.CHEREAU and Premier Vincent SIEW presented the big check to donate NT \$3,666,000 to 6 charity organizations
家福公司總經理蔣院長共同捐贈巧克力義賣所得予六個慈善機構：包括中華民國兒童福利聯盟、伊甸社會福利、心路、天主教善牧社會福利、台北市勵馨社會福利事業、中華兒童福利等基金會。

家樂福關懷青少年系列活動

新休閒主張-台北 關懷青少年巨星演唱會

新休閒主張-關懷青少年青春演唱會於六月十三日假板橋綜合運動場引爆。這個演唱會以八大新休閒主張為主題訴求，活動吸引了數萬民眾參與。新休閒主張-關懷青少年青春演唱會係由家樂福文教基金會、行政院青年輔導委員會、中國電視公司、台北之音等共同合辦。家樂福文教基金會負責所有策劃執行，活動備受媒體與民眾們的矚目，邀請了陳曉東、鍾漢良、加勢大周等多位歌手，並由徐乃麟、翁虹、郁芳、曾寶儀等搭檔主持，行政院長蕭萬長等也蒞臨現場，為擴大效果，中視也先後轉播五次該活動，效益擴及全國。

家福公司於本年四月開始於全省家樂福賣場舉辦“甜在你口，愛在你心”巧克力義賣活動，義賣所得全數捐贈婦幼機構，捐贈儀式於六月十三日的演唱會中舉行，使青少年朋友們感受施比受有福的奉獻意義。



Carrefour Cares About The Youths
Carrefour Taipei Youth Concert

Youth Care Concert was held in Panchiao Multifunctional Stadium on June 13, 1998. In addition to the five messages given out in Taichung Youth Concert, three more messages were sent out - "I'm dazzling, but I don't drink, I enjoy serving others. I pay attention to the safety in leisure activities." This concert attracted more than tens of thousands of youth to participate.

Youth Care Concert was held by the Foundation, National Youth Commission, China TV and Voice of Taipei. Over ten famous singers performed in the concert. To expand the influence of the concert, China TV put the concert on the air for five times.



Premier Mr. Vincent SIEW gave a speech.
 行政院蕭萬長院長蒞臨致詞。



Mr. SHIU (from the left), Ms. PENG, Ms. CHAO, and Ms. TSENG encouraged youth not to fight.
 主持人徐乃麟、曾寶儀訪問彭佳慧、趙詠華，並鼓勵青少年“我壯，我不打人”的新休閒主張。



Hosts and famous singers encouraged youth to love without risks.
 主持人訪問歌手並鼓勵青少年安全性行為。



The Foundation Managing Directors Mr. WU, Carrefour Taiwan General Manager Mr. CHEREAU, Premier Vincent SIEW and his wife
 基金會吳執行長、家福公司總經理與蕭院長夫婦合影



Chairman of Board of Child Welfare League Foundation, R.O.C. Mr. LIN presented Thanks Certificate to Carrefour Taiwan General Manager Mr. CHEREAU
 財團法人中華民國兒童福利聯盟文教基金會董事長林志嘉頒贈感謝狀予家福公司台灣區總經理 Mr. CHEREAU



The 50 Skaters skated into the Carrefour store and received the warm cheering from the customers.
環台選手溜進家樂福賣場，受到民眾熱情鼓舞。



More than 3,000 participants formed in a long dragon line in front of the Presidential Hall on August 2.
三千多人於八月二日在總統府前廣場著直排輪接龍。



Hello, Kids, follow me. Let's connect each other's dragons.
小朋友，看這裡，小龍要接大龍了。

家樂福關懷青少年系列活動

1998青春開路 直排輪鞋環台接龍活動

標榜著《酷的有智慧、炫的有藝術、快的有健康概念》的1998青春開路活動，旨在鼓勵青少年從事健康安全的直排輪休閒運動。這個活動由五十位直排輪選手於48小時內不眠不休完成環繞台灣一週，於高雄進行大會師，再號召五千位愛好直排輪的青少年於總統府前進行接龍。活動自本年七月三十一日開始環台，途經家樂福全省各家店，選手所到之處，都獲得家樂福在精神與物資上的充分支持，這個活動八月二日時於總統府前接龍，大龍接小龍，充滿熱鬧趣味。



Carrefour Cares About The Youths

1998 Youth Path In-Line Skating

With the slogan of "being cool yet wise, showing off with a touch of art and fast but healthy", the purpose of 1998 Youth Path", activity was to encourage the youths to do the healthy and safe In-Line Skating. First, 50 skaters went a tour around the island in 48 hours without any rest or sleep. The island tour started from July 31, and these 50 skaters received warm welcome and support from different Carrefour stores spreading out in different parts around the island. Then, 5000 skaters formed a dragon formation many long lines in front of Presidential Palace on August 2. With In-Line Skating enthusiasts forming many long lines connecting to each other, this activity was full of joy and fun!



The 50 skaters gave National Flag to President Lee after complete skating Taiwan Rally.
50位環台選手獻旗給李總統。



Upon entering the LR store, the skaters were led by Carrefour cheering team.
環台選手由家樂福工作人員帶領進入愛河店，店內所到處，選手們接受顧客們的熱情歡呼。



Gun Shot-The skaters started skating on July 31, the background is CKS Memorial Hall and Carrefour cheering team. 50 skaters divided into ten groups relaying around Taiwan within 48 hours. They skated night and day without rest, and passed by 8 Carrefour stores.
鳴槍起溜!! 50位選手組成一支環台隊伍，預計於48小時內不眠不休完成環繞台灣一週，並將經過家樂福8家店。



Many Chief Officers had attended, including many politicians wore in-line skates.
政府首長與許多政治人物分別著直排輪鞋響應活動。



香崧 偶像个休崧
歌迷快來‘星’接觸

【記者張玉敏／報導】今天下午起，學毛開始放暑假了，五天午的假期，這勾現在年輕人流行語，你要去哪裡去了？去KTV。

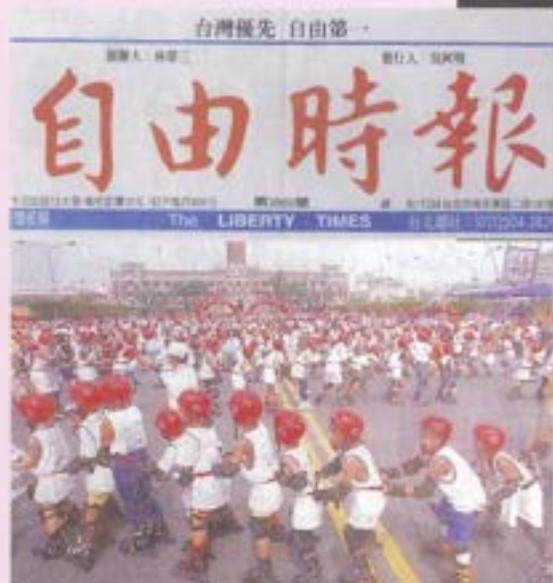
暑假期間，偶像歌手會歌性的活動特別多，歌迷如果想到戶外體驗偶像唱歌，今晚六點半，在台中中山立體體育場，本報和中廣、家樂福文具高台會合辦一場「給年少多點愛—新休閑生活青春偶像聚會」，可以帶我當紅偶像陳柏東歌歌歌舞表演，還有齊秦、蕭

耀明、中堅份子，柯以敏等歌手點人情歌。如果，不想外出，也可以在家上電腦網路，有翻譯製家鄉「橫濱」的感覺。

（相關報導見10版）
●欲購從速，以免向隅

週末版





Carrefour urges youth to stay clean

Premier Vincent Siew, second from left, poses with one of a series of new posters urging local youths stay away from violence, drugs and dangerous situations at a "Super Concert" held in Panchiao, Taip County, Saturday night that was attended by over 20,000 local youths. The concert, at which 16 pop singers from Taiwan and Hong Kong performed, was organized by the Carrefour Cultural and Educational Foundation, which also presented an NT\$3.666 million check to representatives of six major local charity organizations. Siew's wife Susan Chu Chu-hsien is second from left, while the foundation's managing director Raymond Wu is second from right and Carrefour Taiwan's general manager Jean-Luc Chereau is third from right.



Carrefour promotes youth welfare

The "New Recreational Proposal for Youth — Pop Singers Super Concert" was successfully held at Pan Chiao Multifunctional Stadium, on June 13, Saturday. The concert invited 16 pop singers from Taiwan and Hong Kong to promote new recreational ideas, including: "I am high, but I don't take drugs"; "I am cool, but I don't speed!"; "I am strong, but I don't fight!"; "I am chic, but I don't smoke!"; "I am loving, but don't take risks!"; "I like volunteer work"; "I care about recreational safety"; and "I am smart, but I don't drink". The total audience was estimated at more than 20,000 people.

Premier Vincent Siew was the invited guest at this youth-oriented event. In his remarks, he commended Carrefour Cultural and Educational Foundation for sponsoring this event as a good example of voluntary contribution for promotions, foreign and domestic alike. He encouraged the young people of Taiwan to develop safe, healthy, and balanced recreational habits, and to volunteer time and energy to community and charitable causes.

In addition, for the NT\$3,666,000 raised by Carrefour Taiwan during the April chocolate charity sale, Premier Hsiao presented the check along with Jean-Luc Chereau, the general manager of Carrefour Taiwan, to six charity organizations. It is another indication, in the words of Chereau, of Carrefour's commitment to the continued growth and welfare of Taiwan in the years to come.

In its continued efforts at youth welfare, the Carrefour Cultural and Educational Foundation and National Youth Commission of Executive Yuan have co-organized a series of events aimed at youth protection and awareness of rights. Since February, many celebrities' experiences and advice in law and recreation were broadcasted on radio and cable TV, especially to encourage youth to pursue safe and healthy recreations.

Figured at the donation ceremony The Managing Director of Carrefour Cultural and Educational Foundation Raymond Wu (first from right), the General Manager Jean-Luc Chereau (third from right), Premier and Mrs. Vincent Hsiao (center) and former Legislator Lin Chiu-chia (left).

1998 活動看板

時 間	地 點	活 動 名 稱
1998 · 2~	全 省	家樂福文教基金會網站設立
1998 · 2/20—3/31	台 北	我愛我家台北捷運車站藝文展
1998 · 2/9—3/31	全 省	青春集短篇偶像法令廣播劇
1998 · 2/21 · 22 · 28 · 3/1	全 省	精打細算稅務諮詢服務
1998 · 4/4	台 中	新休閒主張 - 關懷青少年巨星演唱會
1998 · 4/26	高 雄	高雄家樂福創意寫生vs歡樂布偶秀
1998 · 5/24	台 北	台北家樂福創意寫生vs歡樂布偶秀
1998 · 5/30	中 壢	明華園歌仔戲團演出
1998 · 6/13	台 北	新休閒主張 - 關懷青少年巨星演唱會
1998 · 6/1~7/15	全 省	家樂福夏日徵文 - 家家有本不一樣的經
1998 · 8/15~23	全 省	家樂福捐血運動
1998 · 7/31~8/2	全省、台北	1998青春開路 - 直排輪鞋環台接龍活動
1998 · 9/20	台 北	新休閒主張 - 家樂福台北國際路跑活動
1998 · 10/5	台 北	月來樂搖擺 - 中秋戶外爵士音樂會
1998 · 10/27	新 營	南瀛國際民俗藝術節配合活動 - 明華園
1998 · 11 · 12	五甲、花蓮	明華園歌仔戲團演出
1998 · 12	高 雄	1998天籟之音

1998 Activities Board

DATE	PLACE	EVENT
1998 · 2~	Nationwide	Carrefour Web Site
1998 · 2/20—3/31	Taipei	"My Sweet Family" Taipei MRT Art Exhibition
1998 · 2/9—3/31	Nationwide	A Radio Program - Mini Youth Shows
1998 · 2/21 · 22 · 28 · 3/1	Nationwide	Family Tax Consulting Service
1998 · 4/4	Taichung	Youth Concert
1998 · 4/26	Kaohsiung	Carrefour Junior Artist Drawing Rally vs Puppet Show
1998 · 5/24	Taipei	Carrefour Junior Artist Drawing Rally vs Puppet Show
1998 · 5/30	Chung Li	Folk Opera-MingHua Yuan
1998 · 6/13	Taipei	Youth Concert
1998 · 6/1~7/15	Nationwide	Families Story Collecting "Every Family Has Its Own Story"
1998 · 8/15~23	Nationwide	Carrefour Blood Donation Movement
1998 · 7/31~8/2	Nationwide/Presidential Hall	1998 Youth Path In-Line Skating
1998 · 9/20	Taipei	Carrefour Taipei International Road Running
1998 · 10/5	Taipei	Swing the moon-Jazz Concert
1998 · 10/27	Hsin Yin	Folk Opera-Ming Hua Yuan
1998 · 11 · 12	Wu Chia.Hua Lien	Folk Opera-Ming Hua Yuan
1998 · 12	Kaohsiung	1998 Youth Orchestra Concert



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家樂福文教基金會網站

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Cover page: The Winning Work of Carrefour Junior Artist Drawing Contest

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