

2003

*Carrefour*

文教基金會

Foundation

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地址Address / 台北縣淡水鎮民權路17號後棟3樓3F, Back Building 3F, Min-Chuan Rd., Tam Hsia, Taipei 251, Taiwan, R.O.C.

電話Tel. / 886 (2) 2808-8200

傳真Fax. / (02) 2808-3406

網站Web Site / <http://www.carefour.org.tw>

E-mail / [info@carefour.org.tw](mailto:info@carefour.org.tw)



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# 基金會的**使命與願景**

## Foundation's missions and prospect

家樂福文教基金會自成立以來，對台灣文化界挹注的力量，不但邀請許多台灣的藝文團體在全台各地公演，也盡力提昇台灣本土藝術的能見度，讓藝術與民眾更加親近。

家樂福文教基金會更肩負整合各界資源，輔助政府政策的執行，開拓個人及藝文團體空間的責任，實踐企業界對社會的關懷及回饋，以提昇台灣的文化藝術，創造優質的生活環境為最終目標。

Since its foundation, the Carrefour Cultural & Educational Foundation has been devoted to cultivating Taiwan's art and cultural industry as it has been inviting local groups for islandwide tours. On the other hand, it is doing its best in making Taiwanese folkloric art visible and more accessible to the public.

The Carrefour Cultural & Educational Foundation feels obliged to gather the resources and help the government in implementing the policies in expanding room for performance for both individuals and groups. As a business caring for the community, Carrefour is committed to upgrading Taiwan's culture and art while creating optimal environment as its utmost goal.

支持肯定

# 讓我們一起攜手向前

我們感謝政府單位與社會各界的互動與肯定，那是一股促使基金會更努力去發掘社會需求的力量。家樂福文教基金會過去八年所做的，謹代表我們對社會的感恩；我們回顧過往的努力，也讓我們和大家走在一起，共同為台灣的現在與未來打拼。

We are grateful for the interaction we enjoy with government agencies and the community and their appraisal. It is for that the Foundation keeps on exploring needs of the community. What the Carrefour Cultural & Educational Foundation has done in the past 8 years represents the appreciation we owe the community. While reviewing our effort made, we like to work with everyone for a promising future for Taiwan.

Support and appraisal  
Let's march forward hand in hand

# 文化藝術

Culture and arts

縱使沒有華麗的舞台，  
國際級的表演者在舞台上踽踽必較，演出毫不遜色。  
沒有震憾的音響，卻能激盪所有觀眾抑鬱的靈魂。  
沒有閃爍的光影，卻有最多觀眾熱烈的掌聲與微笑。  
我們想做的只是生活化的表演，讓文化深植人心，  
藝術豐富生活。

Even there are no glamorous stages or the famous performers, the show still fantastic.

No deafening music, though the blue souls of the public shake as expected.

No flashing lights and shadows, the audience applause and smiles the way we never expected.

All we want to deliver is a show that reflects our daily life and takes root in our heart and enriches our life.





# 兒童藝術季

## 家樂福

首創賣場融入藝術  
天天讓您驚奇不已！

Carrefour Children's Art Festival  
Brings you guaranteed surprises on daily basis !



群眾舞台，也讓藝術雅俗共賞觸手可及。

「家樂福兒童藝術季」，為國內創舉，與全省二十八家家樂福賣場合作，同步舉辦五十二場藝術表演，邀請全

國二十幾個頂尖的藝術表演團體如：明華園、朱宗慶打擊樂團、身聲演譯社、小西園、太陽劇團、內門國小、椰吧少年擊鼓團、泰雅人文化藝術團等知名團體演出，還有許多親子活動如歌仔戲臉譜彩繪秀、非洲鼓打擊樂、傳統掌中戲、皮影戲、神奇魔術秀及造型汽球博覽會、卡通布偶嘉年華、內門宋江陣、迪士尼電影音樂會、威獅戲鼓等精彩表演，讓親子一起在家樂福賣場度過愉快時光。

上大賣場買菜、買水果，可以看到九十年歷史的小西園精巧戲偶展，還可以看到難得一見的明華園演員分解橋身段並且示範歌仔戲臉譜的畫法、公開舞台後方的神秘臉譜之謎等等，這些都是家樂福基金會給民眾的一項創新的藝術驚喜！特別於今年家樂福賣場舉辦的兒童藝術系列活動。

家樂福文教基金會自成立以來，一直默默贊助本土的藝文團體，以提供表演場地或贊助行銷宣傳，希望帶動台灣藝文活動，讓文化藝術生活化、普及化，為本土藝文團體提供另一個

來自臺山藝文特區的名伶黃美穗-身兼演譯社的家樂福黃美穗與民眾互動演出。

The Shengsheng Theater, a renowned performance group from the Hwasha Art and Culture Zone is delivering an interactive show at Carrefour.



When you enjoy the good buy shopping in the hypermarket, you can get the chance to see the 90-year-old delicate puppet show from Xiao Xi Yuan and Mintsuayuan actor demonstrate their skills how to apply Taiwanese opera make-up at the backstage. This is a totally revolutionary surprise of art that Carrefour is offering to the public in its Children & Art Series open this year.

Since its establishment, Carrefour Cultural & Educational Foundation has been sponsoring local artistic groups by offering venues or publicity campaigns in a way that a different stage is made available. Its good is to energize artistic activities in Taiwan and make culture and art more vividly and universally. That a new stage could be made available to the local groups For first time, Carrefour Children & Art Festival has been celebrated with 52 spectacles in 28 Carrefour Stores all over Taiwan. There were more than 2 dozens of local artistic groups to give performances, included the Folk Opera, the Zhuzongqing Percussion Instruments, the Shengsheng Club, the



家樂福兒童藝術節精彩的演出內容，吸引全家大小踴躍觀賞。

Outstanding spectacles available at Carrefour Children's Art Festival draw attention of both children and adults.



充滿活力的朱宗慶打擊樂團透過有生命的音樂，結合歡樂華麗空間，讓民眾對音樂會有耳目一新的感覺。

The dynamic Zhuozongqing Percussion Band delivers vivid notes at Carrefour allowing the public has a new look at music.

Xiaoxiyuan, the Sun Theater, the Neimen Elementary School, the Nuotuo Adolescent Percussion Group and the Taiya Cultural and Artistic Group among others. The fraternal programs include the Taiwanese opera characters color painting show, the African Percussion Music, the traditional Palm Puppet, the Shadow Show, the magic show and the stylist balloon fair, the cartoon and stuffed doll festival, the Neimen Soongiang Show, the Walt Disney Movie & Music show and the powerful drum beating, all offering guaranteed good time for all families.



# 藝術迴廊

大型賣場也能變成藝術展覽空間

家樂福文教基金會致力耕耘**藝術融入生活**的理念

Large venue converted into an art gallery

Carrefour Cultural & Educational Foundation is devoted to make art part of everybody's life



Art Gallery

全家人一同逛賣場採購生活起居用品的型態，已漸漸成為台灣家庭的消費習慣。但除了享受購物樂，其實大型賣場也能變成藝術展場與舞台，上演各式各樣的精采藝文活動，讓現代生活忙碌的民眾在購物之餘也能接受藝術的洗禮。



家樂福文教基金會繼「家樂福兒童藝術季」及「兵馬俑珍品展」在全省各地家樂福精采表演造成廣大迴響之後，為了延伸民眾對藝文融入生活的體驗，家樂福基金會今年持續在北、



小西園劇團慶祝90週年慶，200餘紙件均於寶島傳真展示於家樂福展出。

In the Xiaoxyuan Puppets Theatre's 90th-anniversary, 200 and odd precious puppets and accessories are on display at Carrefour.

中、南三地的家樂福賣場規劃藝術巡迴活動，進行不同的主題展覽，有小西園90週年戲偶展、偶的印象館、洪新富紙雕藝術展、泰勒娃娃時尚魅力典藏展、世界軍事模型展等，讓民眾在購物時，亦能在家樂福賣場欣賞到各類藝術精品。

家樂福文教基金會的成立就是企業回饋社會的具體實踐，自成立以來一直積極參與社會公益活動，並舉辦家庭親子、環保及社區回饋活動，同時致力提升台灣本土文化藝術。家樂福不僅提供全家人優質的購物環境，更積極將藝文活動引入賣場，給予民眾不同的購物樂趣與心靈收穫。

As it is now a common practice in Taiwan that family members go shopping together for utility goods in the hypermarket, these venues are turning themselves into art galleries and performance stages offering a variety of shows to the public that would be otherwise busy in their daily routines.

After Carrefour Children & Art Festival and the Terra-cotta Warriors Show that were well received by the public all over Taiwan,

the Carrefour Cultural & Educational Foundation is to keep on offering art galleries in the Carrefour stores in northern, central and southern Taiwan, where exhibitions on different themes would be made available, including the Xiaoxyuan's 90th anniversary theater puppet show, the puppet museum, the Hongxinfu Paper-Cutting Show, the Tyler Dolls Collection, the World Weapons System in Miniature among others. While shopping, the public could check out the fine artworks offered by Carrefour.

Since its foundation Carrefour Cultural & Educational Foundation was founded to make substantial feedback to the community, the institute has been active in a large number of public-interest campaigns and has been holding fraternal, environmental and community programs while at the same time endeavoring to upgrade Taiwan's local arts.

Carrefour is not only a shopping venue open to the public, it is now an art gallery, where people is allowed to entertain their mind as well.



任成川第一級時尚設計風潮的泰勒娃娃展。

The Tyler dolls that triggered a trend of fashion in Taiwan.

文化藝術

# 泰來 勒 女 娃 女 娃

引爆台灣流行風潮  
時尚魅力典藏展

Tyler Doll Collection  
~ A New Fashion Trend in Taiwan



「泰勒娃娃時尚魅力典藏展」是以當今美國極具知名度之服裝設計師—泰勒小姐 (Tyler) 之真人真事為故事背景所雕塑而成的一系列收藏娃娃作品。泰勒所設計的服裝早已成為New York 第七街的時裝設計標竿，並為名家典藏作品。由美國羅勃特娃娃公司 (Robert Tonner Doll Company) 與泰勒服裝設計公司合作，依照真人縮小四分之一比例雕塑而成16吋泰勒娃娃，舉凡娃娃的造型、彩妝、姿態皆有不同的典故，且所有的服裝也都曾做成真人的衣服，並與新款泰勒娃娃同時發表，讓人體會到時尚另一種魅力—唯妙唯肖之美。

泰勒娃娃在美國一上市就造成轟動，以全球製量的時尚精品型態呈現，擁獲了不少收藏家的心。尤其近年來，收藏玩具蔚為風氣，特別是為數不多的泰勒娃娃更具珍藏價值。

讓娃娃的角色從「玩具」走向「藝術品」。泰勒娃娃的衣裳主要以禮服為主，風格現代又華麗，從服飾、耳環、鞋子、皮包至絲襪全體精心搭配，不同於限量收藏型的娃娃總是被固定在玻璃紙盒裡，泰勒娃娃是可以整個取出，服裝與配件也都能自由脫換，服裝的材質也是真的成衣布料，常可見繡花、亮片、刺繡等精細手工，因此閃耀風采的泰勒娃娃不僅讓小朋友愛不釋手，更捕獲大朋友的芳心。



泰勒娃娃「旅遊時尚」  
The Jet Set Jant, Tyler Doll.

「2003家樂福泰勒娃娃時尚魅力典藏展」匯集2001年~2003年的典藏泰勒娃娃。民眾可以看到全台唯一的「2003年版泰勒設計師娃娃」、「巴黎商旅」娃娃、最新全台首賣限量36個的大紅禮服「泰勒」娃娃收藏款，以及泰勒的模特兒好友「雪妮」，身穿天藍色刺繡晚禮服的新品。另外全球絕版的「名模麗人」、遠道美國而來的「曼哈頓之夜」與「紅心皇后」娃娃、收藏家的珍貴摯愛「夜宴之舞」等等；還有首次以東方面孔出現的「梅麗」娃娃以及黑人名模「愛斯達」等也都華麗參展，搭配各式各樣的舞台情境，保證讓大小娃娃迷目不轉睛。

Tyler Doll Collection is made of with a series of doll sculptures to describe fashion style. U.S. renowned clothing designer - Miss Tyler's own. While Tyler clothing has now turned to be the guidepost of the fashion designs on the 7th Street in New York, it is now a major collection. Working with Robert Tonner Doll Company in the U.S. the Tyler Clothing Design Company is making 16" Tyler dolls at 1/4 scale of real person and each dolls comes in a different style, makeup, and posture that tell a different story. The costumes are genuine too, as they are launched at the same time with the Tyler dolls, which transmit another glamour - resemblance.

When debuted as a limited edition available worldwide, the Tyler dolls have triggered an overwhelming vogue in the U.S. and caught attention of collectors. Recently, when toy collection is becoming a fashionable pastime, the few Tyler dolls that remain are even more precious. Today, Tyler dolls are much more than a toy, they are a masterpiece. When it comes to Tyler-doll clothing, dresses are the main line as they are modern and glamorous in style and the whole package includes dresses, earrings, shoes, purses



蘇杭娃娃 (娃娃藝術)  
The [Supreme], Tyler Doll

and even panty hoses. Different from conventional collection dolls in limited edition that are on display in a paper box, the Tyler doll is removable as the clothing and the accessories are replaceable and the clothing is made of genuine material. The fine threading, the chips and the embroidery make the glamorous Tyler dolls not only favorite of kids, but also love of adults.

2003 Carrefour Tyler Doll Vogue Collection Show, consists of collection Tyler Dolls 2001-2003. There, people have access to the Tyler Designer Doll 2003 edition and the Paris Business Trip Doll, the only ones available in Taiwan. The 36 limited Tyler Dolls in red gown, on debut sales in Taiwan and Sidney, the good friend of Tyler Doll's, in her celestial embroidered evening gown, the last edition of Charming Model, the Manhattan's Red Heart Queen, directly introduced from the U.S. and the Dance of Evening Feast, the favorite of all collectors and Meili, with her Oriental face for the first time and the Asmi, the colored model are all available on stage and will surely make all doll fans be fascinated.



设计师娃娃 (182-06)  
The Designer Doll

文化藝術

小西園

90

週年慶戲偶展

Xiaoxiyuan's 90th Anniversary  
Theater Puppet Show



以台灣聞名於世之古典布袋戲為主要內容，透過小西園木偶藝術工作室製作之精緻古典布袋戲偶，現場實物展示及文字說明，讓前來家樂福購物之民眾有一親炙此項精緻木偶藝術的機會。小西園90週年慶戲偶展在家樂福賣場大放藝彩，展出 92年來一系列的傳統藝術珍藏。

小西園掌中劇團成立於民國二年，為全台灣最具號召力的布袋戲班，不僅保留了許多難得一見的傳統藝術精華，在現今許王蘭長的帶領之下，也將精神不斷傳承與推廣。

92週年光榮史頁，化為200餘組件珍希古董布袋戲偶、皮影戲偶、傀儡戲偶及戲服、戲台、頭飾、配件等，重現在家樂福賣場裡，更顯難足珍貴。

Based on Taiwan's world-famous puppet theater, the figurines launched by the Xiaoxiyuan Art workshop are on display and with its literal narration, the general public experiences a vivid art of wooden figurines. For its 90th anniversary, the Xiaoxiyuan Theater has its 92-year-old trajectory of art on display in the Carrefour stores.

Founded in 1913, the Xiaoxiyuan Palm Puppet Theater is regarded as the No. 1 attraction in Taiwan. Inside, people do not only have access to the essence of the traditional art, thanks to Shuwang, chief of the theater, the trail keeps on and on.

Its 92-year trail is now available in more than 200 sets of antique palm puppets, shadow show puppets and costumes, stages, head ornaments and other accessories, making the exhibition itself a precious attraction.



古典布袋戲舞台是南方劇本的縮影，精緻細膩，裝璜繁縟，是台灣戲園最完美的集大成，也是市鎮戲園的縮影。現場陳列展示各個不同時期之舞台裝璜，可讓觀眾對古典布袋戲有更進一步之認識。

As southern Taiwan temple shows its initiative, the antique palm Puppet Theater is the ultimate performance in fine sculpture and appeal to the specialty. With the large variety of stages on display, the public is allowed to have further acquaintance with the antique palm Puppet Theater.



# 極限象限

魔法空間立體紙雕展

~ 洪新富以紙藝推動感性社會

## Ultimate limits,

magic space in 3D paper cutting show

- In Hong Xinfu's paper cutting, people know how Hong promotes his sentimental community and his world.



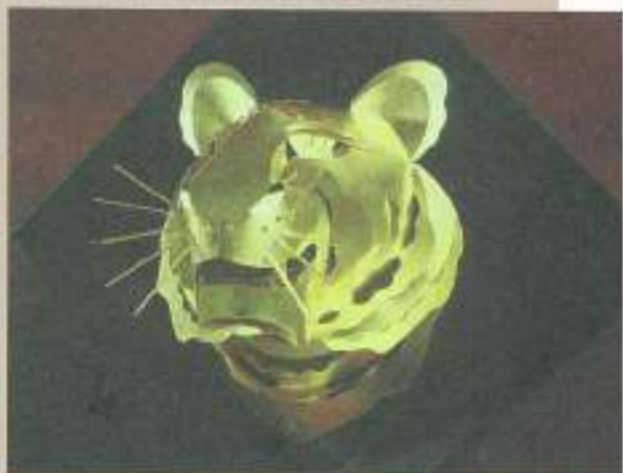
如果你肯用心去看世界，每天都會有許多精采的故事上演。在與紙共舞的日子裡，洪新富用紙記錄了你我的生活點滴。洪新富四歲時跟大姊姊學摺紙，而與紙藝結下不解之緣。從事紙雕藝術工作長達十餘年，是國內新一代傑出紙藝家。

任何材質都有自己的表達方式，情感及言語。將想像的世界由二度空間立體成為造型藝術的內涵，端看作者本身的自我定位及生命格局，在在顯露，無法掩飾。西方諸國的紙藝作品多著重於力與美及明暗對比，但近年來發現，許多個人的紙藝作品傾向空靈、質虛的創作風格。其創作思維來自古老的思想，作者多認為「虛為實的真實所在；實為虛的具體表現」，因此在這波思潮中發展出一系列的「借紙法」作品。所謂的借紙法，乃將作品經由切割、翻折、拉組而成之浮雕類作品，其特色為原切割的第三度世界，且不受時間影響。

圖亦是畫面中的一部分，而其翻折扣組後呈現的主題，須靠這些切割鏤空的部分來烘托，彷彿舞台上的演員，其演技固然重要，但若無精彩的劇本、動人的配樂、適當的燈光，任憑演技再好，也無法有發揮的空間。「借紙法」的原创精神就在此。

此次在家樂福賣場舉辦的展覽中，洪新富將自己的創作理念以及作品，

立體紙雕系列「虎山莊」  
The [Tiger] of 3D series



借紙法最具代表性的作品「龍年」  
[Peaceful Dragon] the most exemplary work of paper borrowing works series.

與民眾做一個直接的接觸，藉由面對群眾得到改進的意見，並由此將文化與理念散播，深植於人群並靠耳語運動，讓紙藝成為生活的一部份。

\* 洪新富紙藝線上博物館 / 網址  
<http://www.3dpaper.com.tw>

立體紙雕「櫻花與鳟魚」

The "Omochi/active item" of 3D series.



If you want to check out the world with care, you would be viewing shows on daily basis. In his days of dancing with the paper, Hong takes notes of everybody's daily life with paper. At age four, he started learning making figurines using paper from his older sister and he has never stopped since. As a veteran in the business for tens of years, Hong is regarded an outstanding paper sculptor.

Every material has its own way of expression, sentiment and language. It takes one's self-positioning and play, something nobody can hide; when it comes to turning imagination from a 2-dimension space into a 3D one. In the west, paper cutting deals with force and aestheticism and contrast between brightness and darkness. Only in recent years, paper cutting works by individuals turn to show more intangible spirit and a lot of works reflect old thoughts, as they believe vague holds truth and truth reflects vague. It is these thoughts that have given birth to a series of paper-borrowing works, which deal with embossed works thanks to cutting, folding and configuring. The result, the bottom 3D of the original cutting is beyond time.



立體紙雕「蝶形蟲」

The "Bug" of 3D series.

What you see in the figure is part of the picture too, when tumbled over and after reconfiguration; the theme is highlighted by a series of cut threading. Just like actors on the stage, skills may be important, but with a good script and touching music, appropriate lighting, and no skill can be put in full play, and this is paper borrowing is all about.

In the Carrefour Show, Hong has his own

concept of creation on-display for access to the public and, through comments of the public, Hong is transmitting a culture and ideas which, through people, makes paper cutting part of our daily living.

(Hong Xinfo's Paper-cutting Art Online Museum/website://www.3dpaper.com.tw)

以黃狂烈主構的立體紙雕「款型千變」  
The 「Frog」 of 3D series.



文化藝術

# 偶的印象館

Puppet Image Show



家樂福偶的印象館展出的是現代戲偶。展覽由太陽劇團、彩虹晴工作室、一元布偶團及謝志民工作室等提供珍藏的現代偶，展出軟頭偶、雙偶頭、手套偶、動嘴偶、車輪偶、弦絲偶、杖頭偶等等各式各樣的戲偶，每一種戲偶的操作模式都不同，值得大小朋友細細玩味。值得一提的是，此次參加聯展的一元布偶劇團，擁有2500場演出經驗，足跡踏遍全台灣，並曾應邀世界各國參與演出，此次展出的現代偶，正是來為許多小朋友製造歡樂的功臣。

At the Puppet Image Show at Carrefour,



造型繽紛、色彩鮮豔的戲偶讓展出民眾對現代戲偶有更深一層的認識及喜愛。

Eye-catching styled and colorful figures allow the public know more about contemporary theater puppets.

contemporary theater puppets are on display. The exhibition covers contemporary puppets offered by the Sun Theater, the Rainbow Workshop, the Iyuan Stuffed Puppet Theater and the Xie Zhimin Workshop. The puppet heads on display include stuffed head, twin head, glove puppets, dynamic-mouth puppet, and wheel puppet, string puppet and the stick-head puppets. Each theater puppet is operated in its own pattern. What is even worth studying is the Iyuan Stuffed Puppet Theater for its experience of more than 2,500 spectacles through all over Taiwan. They have been invited by many countries abroad to give them fun show. The contemporary puppets on display at this time are the key players of who is good at giving fun to many children.



# 重裝上陣

## 世界軍事模型展

~親身體驗模擬戰爭的冒險樂趣

The heavy-duty Show of Weapons in Miniature

~Simulated War Game Full of Adventure

登陸諾曼地戰場、日軍武藏船艦、美國名艦紐澤西號、洛杉磯攻擊潛艇、美伊戰爭沙漠風暴行動現場全部都搬到家樂福了！

於家樂福展出的「重裝上陣-世界軍事模型展」，不僅讓民眾回顧每一個著名戰役歷史，其精緻的縮微軍事模型如戰車、飛機、軍艦以及栩栩如生的

情境模型等，更讓大小朋友們彷彿走入緊張的第一戰線，體驗重裝上陣、親臨戰場的冒險樂趣。

「模型不是玩具」已經是毋庸置疑的定理，儘管現代科技電腦可以模擬創作許多事物，但這種經由親自動手做東西來凝聚樂趣的嗜好，其無法令人抗拒的魅力，還是會讓模型迷繼續廢寢忘食。這也就是比例模型最特殊的意境！

家樂福「世界軍事模型展」邀集全中國頂尖的軍事模型專家，如天鷹模型的吳正中、菱樹勳、許聖杰、方以哲、戰鷹模型的曾敏鴻、高手專業出版社江志宏等，展出近百件精彩的軍事及汽機賽車模型，規模及主題都是前所未見。民眾可以在這次的購覽中欣賞從比例1/16小巧精緻的虎王坦克、裝甲戰車、兵器模型，到栩栩如生的登陸諾曼地、沙漠風暴等戰爭情境模型等，現場還設置如何製作軍事模型的教學書籍，引領參觀的民眾進入軍事模型的世界。





The Normandy Battle, the Japanese Battleship YAMATO, the U.S.S. New Jersey, the U.S.S. Los Angeles assault submarine, the Thunderstorm and many others are all at Carrefour now!

On display at Carrefour Store, the Heavy-duty Show of Weapons in Miniature is a good chance to allow people review the famous campaign in history, the finely made models such as tanks, aircraft and warships make everyone feel as if they were in the frontline, in vivid war.

While it is clear that models are no toys and computer-aided simulation is capable of creating many things, hand-assembly models are as irresistible as it has always been, as model fans keep on fully dedicated to the same and that make scale models special.

At the Carrefour Show of Weapons in Miniature, people have the chance to check out hundreds of model weapons and racing cars and motorcycles made by top experts in Taiwan, such Wu Zhengzhong, Jiang Shushun, Hsu Mengjie, Fang Izhe, the experts in the Skylark models, Zeng Minhong, the expert in the Fighting Eagle, Jiang Zhihong from Guoshou Publisher. Available in the show are the 1/16 Tiger King tank, armored vehicles and other

家樂福將於週日在店內舉辦一項具規模之世界軍事模型展，吸引許多民眾前來欣賞觀摩。

The heavy-duty show of weapons systems in miniature on display at Carrefour draws experts.



weapon systems in use in the Normandy Battle and the Thunderstorm campaigns. Publications on military model making are available as well.



# 關懷環保

## Environmental Protection

2003年是「國際乾淨水資源年」，據聯合國調查，全球開發中國家所發生的疾病及死亡，有百分之八十與水源有關。這樣的警訊無非提醒居住在地球上的人類，應該更加重視水資源的維護。

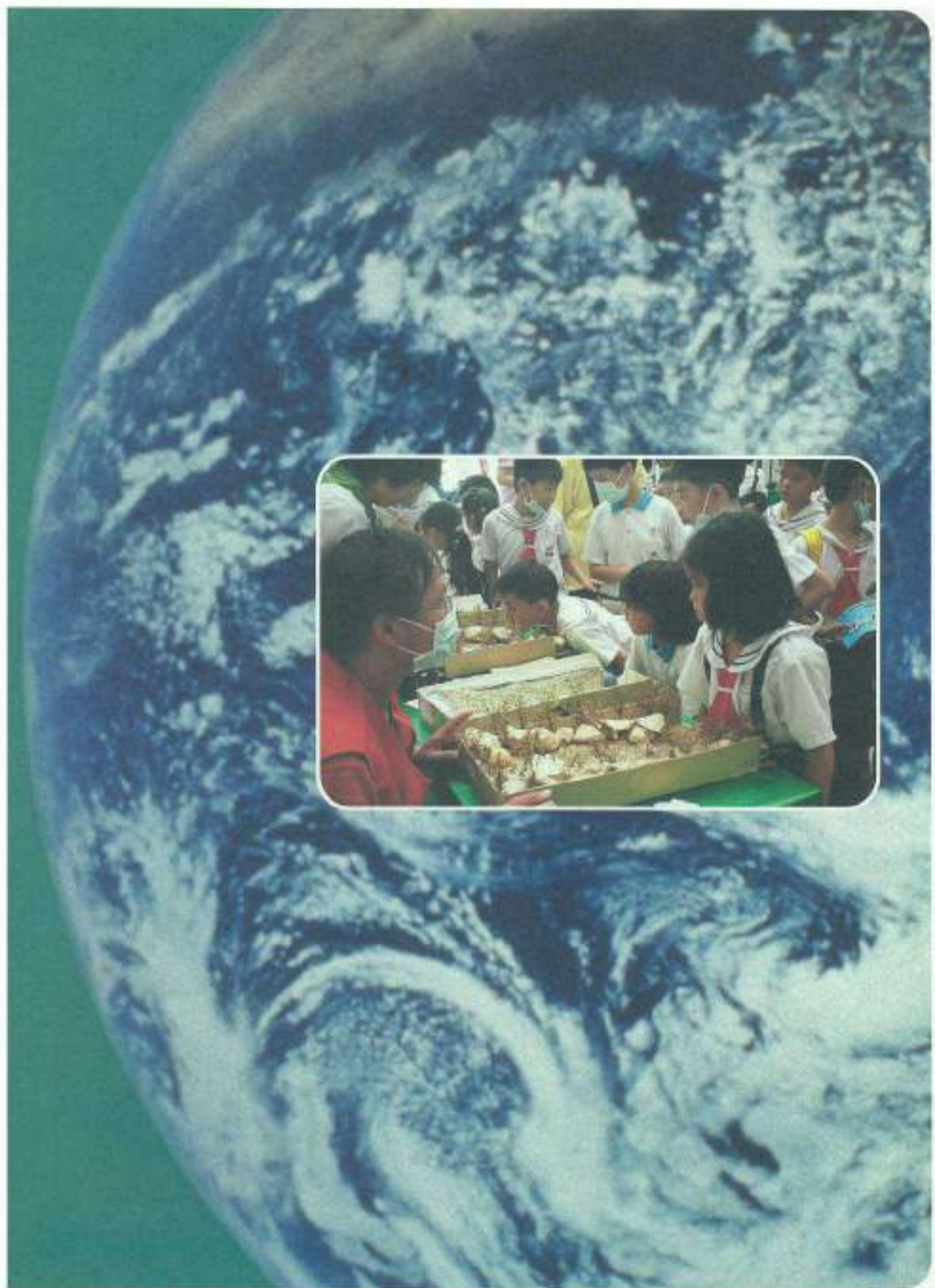
身為一個全球化企業，家樂福集團在全球經濟及社會扮有相當重要的角色，更深深體認企業與自然環境、社會人文是一個不可分離的共同體。去年6/5世界環境日，家樂福串聯了全球31個國家，針對動物保育、綠色商品、環保包裝、森林保護、環境清潔等議題，推行一系列關懷環保活動，獲得各地政府及民衆熱烈的迴響。2003年則響應「國際乾淨水資源年」，以「珍惜水資源」為主題舉辦了一系列的活動，向民衆宣導節水、愛水、親水的重要性，為下一代保有一個美好的地球而努力。

### 環保先鋒家樂福 向世界宣告 愛地球 做環保 讓地球活起來

Carrefour, the environmental pioneer is announcing its environment protection campaign worldwide by promising love for the earth

In this year of International Clean Water Resources, surveys conducted by the United Nations suggest that 80% of the diseases and deaths taking place in developing nations worldwide are water source related. Such a warning is to remind all people on earth that water resource preservation is paramount.

As being a global business, Carrefour is playing a key role in the world economy and community and it is fully aware of the fact that businesses, Mother Nature and humanities are all indispensable elements of one. Since June 5 last year, the day of world environment, when Carrefour stores in 31 countries joined the campaign for animal's preservation, green products, environmental packing, forest conservation and environment cleaning among other issues in a series of environmental programs, governments and people worldwide responded cordially. This year, for the Year of International Clean Water Resources, a series of campaigns are launched on Caring Water Resources. The public is taught to save, love and care water in an effort to conserve the globe for their children.



全省家樂福總動員

# ~「省水智慧王」

省水器材展暨環保商品展

Carrefour Mobilized All Us Store in Taiwan For  
~ Smart Water Saver Exhibition and the Environmental Protection  
Products Show





爲了響應「國際乾淨水源年」，全省家樂福賣場舉辦一系列宣傳活動，除了有2003最新版的「珍惜水資源」海報，還規劃一區放置「互動式環保生態空間」精神堡壘，讓親子可以藉由互動的圖文，了解生態保育的重要性。另外還有真人扮演的「家樂福環保綠精靈」～樂樂，穿梭在賣場內發送省水妙招，將省水方法藉由迷宮遊戲，導引出家裏應該如何省水，最特別的是，環保媽媽及樂樂並透過賣場內的廣播，教育小朋友在各種情況下，如何節約用水。

Carrefour launched an island wide campaign, in which 2003 Caring Water Resources posters in latest edition were released together with a designated area for the Interactive Environmental Ecological Fortress, a space reserved for parents and children to check out interactive graphics and learn in which way ecological conservation is important to them. On the other hand, 「LoLo」 - the real-person-disguised Carrefour Environmental Green Wizard is there distributing water-saving hints. Puzzle games are open to the public, expecting the effort to result in a successful way. Particularly, the Environmental Protection Mom and LoLo are paging water conservation methods to the children in the store.

關懷環保

家樂福愛水、親水、節水

~「珍愛地球  
希望相水」園遊會

Carrefour Water Loving, Caring and Saving Fun Fair  
~ Cherish the Globe by Caring For Water

主辦單位：Carrefour  





家樂福為配合「國際乾淨水源年」，於今年6月5日於家樂福南港店舉辦「珍愛地球 希望樹水」園遊會，以寓教於樂的方式傳播環保省水的資訊。活動現場有環保媽媽及家樂福環保綠精靈「樂樂」以「省水歌」帶動唱與小朋友同樂；攤位設計則以環保及關心水資源為主題，如【拓印大自然】活動，可以將生活週遭的各種葉子、樹枝、用彩色顏料將其紋理，拓印在衣服上，既可發揮創意又環保；【生態拼圖】則是讓小朋友了解我們所居住的環境，並加強珍惜資源的宣導。另外，【省水器材】攤位展示省水水龍頭及家庭二段式省水馬桶，並以圖解的方式讓民眾了解節水的原理。

In response to the year of International Clean Water Resources, Carrefour is to hold the Water Loving, Caring and Saving Party on June 5 2003 in its Nan Kang Store, where environmental protection and water-saving information would be released. The Environmental Protection Mom and Carrefour Green Wizard 「LoLo」 would lead children sing the Water Saving Song. The stands would be arranged in such a way that environmental and water resources would be highlighted. For instance, the Stamping the Great Nature campaign is to reproduce a wide variety of leaves, tree branches in colors on clothing as an innovative yet environmental idea. Piecing Ecology Together is to allow children learn the environment we lived and the campaign is asking them to care more about the resources. In the Water-Saving Materials stands, water-saving faucets and 2-stage toilets for households are on display, just for telling the public how to save water.



# 全台第一家環保商店

~家樂福南港店正式掛牌，  
成為企業具體落實環保理念新指標

Carrefour Nan Kang Store, the first environmental protection store in Taiwan, is open in public, making itself a new milestone for businesses when it comes to environmental protection

Carrefour  財團法人 家樂福文教基金會



全台第一家環保  
樂福南港店 掛牌



身為全球第二大零售業的家樂福企業，不僅要帶動全球經濟，更要為消費者不斷的創造高品質的產品及購物環境，更肩負著企業對社會的責任及使命，建構一個綠色環保新世界，希望在各項環保活動的推動下，喚醒全球人類珍愛地球資源的重視，而「環保」一直是家樂福企業長期持續的社會工作。

本著環保的使命感與社會責任，家樂福文教基金會發動了各式各樣的環保活動，具體實踐綠色消費的理念。不但積極配合政府，宣導實施購物袋的政策，還自行研發「綠精靈」系列環保商品，讓地球能得到更多保護。

今年10月為配合環保署宣導「環保標章」商品，推廣環保教育，家樂福南港店更成為台灣第一家環保署認可之綠色環保商店，提供民眾購置環保商品的通路。

As the second largest retail-sales business in the world, Carrefour is obliged not only to drive the global economic, but also to create quality products and shopping venues. On the other hand, it bears responsibilities and missions of building a completely new and environmental

world for the community. Hopefully the campaigns do make people care resources in the world, as environmental protection is an on-going and long-term effort at Carrefour.

Committed to environmental protection, the Carrefour Cultural & Educational Foundation is launching a series of environmental protection campaigns in its effort of carrying out the idea of green consumption. Carrefour is coping with the campaign of shopping bag launched by the government; it is launching a series of Green Wizard products. In October this year, in response to EP Bureau's Products With Environmental Emblem policy, Carrefour Nan kang Store became the first green store certified by EPA, an access to the public for environmental protection products.

家樂福自行研發「綠精靈」系列環保商品，希望建立民眾綠色消費習慣，為地球環境保護盡一份心力。  
Carrefour is launching its own "Green Wizard" products as a way to make the public prefer green products in the effort of keeping the earth green.





# 社

Community

# 區

## 共創社區新樂園 Make the community a new paradise

過去，任何一場藝術舞宴，都得企盼多時，又一票難求。

所有精采活動，都得舟車勞頓，到大城市實現夢想。

現在，離你最近的家樂福，你就可以隨時隨地徜徉在醉人的展銷中，或是捷足先登，報名參加熱鬧非凡的夏令營活動，更可以上上烹飪課為晚餐加點新創意。

家樂福 這是屬於我們的社區新樂園，歡迎大家一起來共譜幸福樂章。

In the past - Any given art show would be long expected and a ticket would be hard to get.

To get to see a wonderful show, one must endure long trips to big cities.

Now - Just visit a Carrefour more near you, a number of amazing shows are there waiting for you. Besides, you have chances to get yourself registered for wonderful summer camps or take cooking lessons for extraordinary dinners.

Carrefour, the playground of the community, welcomes everyone play the chapter of happiness.



家樂福親子學習營

# 全家一起玩得瘋

At Carrefour Fraternal Summer Camp,  
everyone in your family will have fun



棒球訓練，由中華隊前總教練陳炳煌指導，讓小朋友學習從守備、打擊、傳球、坐落等正確的动作。  
Baseball camp. Thanks to the former head coach of the national team, children learn the basics in baseball covering defense, batting, and passes and runs in correct way.



家樂福每年提撥數百萬經費，實際回饋社區民眾，以連續舉辦四年的家樂福親子夏令營為例，早已經成為每年暑假全省家庭一定要參加的活動盛事。

2003年由於SARS疫情肆虐，家樂福為配合政府相關政策並考量民眾健康，特別將舉辦日期延至十一月底，避開了炎熱夏季，讓民眾在秋高氣爽的天候下，享受2003家樂福玩得癡“Wonderful”親子學習營活動。

2003年的活動主題為精緻且多樣化的學習營，活動設計以趣味學習及親子同樂為主軸，小朋友可以在遊戲中學習新知，在過程中家長們還可以從旁輔助，增加親子互動，凝聚家庭向心力，是國內首創高優質、低消費、多樣化的親子活動。

家樂福為回饋社區民眾，將總價值超過1800元的活動費用，包含活動場地費、可口午餐盒、材料費、100萬活動平安險、紀念T恤、棒球帽等等只酌收200元報名費，因此每年均吸引近萬人次報名，參加過的民眾無不感受到家樂福的用心，今年甚至有家長因為擔心報名額滿，早在五、六月份就開始替小朋友預約。

今年家樂福玩得癡“Wonderful”親子學習營活動分為2個梯次，全省家樂福29個賣場所在社區同步開跑，共有

太鼓親子體驗營：「太鼓」不但可以體現現代與傳統，還可透過運動來健身，透過、搖擺的演奏方式，增加學習趣味性。  
Drum-heating camp: Drum-heating does not only reflect physical energy and postures, but also help coordination of senses through exercise of the entire body and the energetic and moving performance pattern.



紙雕之藝：親子們從一張平凡的紙中，了解到紙張的多變性及其豐富的可能性，只要動手想，靈感與驚喜歡樂充滿其中。  
The art of paper-cutting: There, a piece of ordinary paper will make both parents and children see how versatile and tricked it can be. Doing paper-cutting on their own assures plenty of fun.



陽光小舞獅記：由名舞師及社會舞精心為小朋友設計的舞劇，在一動一靜中從繁榮到清新空間，驚喜不斷。  
Dance, sunny boy! (A dance that choreographed for children by Liu Shouwei, a renowned dancer, offers uninterrupted surprises through its postures and moving spaces.)

美國夫初體驗：親子在專業的高爾夫球場內了解高爾夫基本禮儀與打擊規則。

A taste of golf: In the golf course, both parents and children have a chance to learn about golf etiquette and its rules.



52個營隊，30種項目可供選擇，營隊種類包羅萬象，有藝術學習營、人文體驗營、全能體育營、魔術營等等，讓家長及小朋友可以在遊戲中學習新知技藝，並獲啟發。

Each year, Carrefour allocated funds by the millions for the community. Take the 4-year-old Carrefour Summer Camp for example, it has turned out to be a gathering families in Taiwan do not want to miss in summer time.

To cope with the government policies and because of SARS, Carrefour decided to postpone this year's program to late November, a chance that would allow the population taste 2003 Carrefour's Wonderful Fraternal Camp in autumn rather than summer.

The theme for this year's program is based on fine yet diversified activities, in which fun and fraternal pleasure is guaranteed. Children learn in the games while their parents provide help. Featuring parent-and-children interaction that assures family core, this is an unprecedented and diversified fraternal program of high quality, low cost in Taiwan.

As feedback to the community, Carrefour is offering this NT\$1,800 campaign, which consists of venue, lunch box, materials, NT\$1,000,000 insurance, souvenir T-shirt and baseball cap at merely NT\$200 as registration fee. The program, which has drawn more than 10,000 each year, has made those who have been there thankful for Carrefour's kindness. This year, some parents are making reservations for their children in as early as May and June, as they just do not want to miss it.

This year, the Carrefour "Wonderful" Fraternal Camp comes in 2 shifts in the 29 Carrefour stores in all Taiwan. The 52 camps offer 30 programs of natures ranging from art, humanities, sports and magic. This is a good chance to have both adults and children enjoy and learn at the same time.



民間公園重現魔術陣，把打百帶、包袋帶、皮管、保特瓶、紙繩……這些舊材，再加上自由的創意，雙手之間它們就可變成可愛的蟲、魚、鳥、獸、植物和生。

Folk park, children's games and magic. Using packing tapes, straws, plastic bottles, cans and other materials plus a little of creativity, you may have bugs, fish, birds, beasts and other lively creatures.



魔術大師羅賓先生，以其專業完美的手法，指導學童輕鬆踏入魔術的領域世界。

Magie Camp: Mr. Robin, the magician, shows everyone the way to magic in an effortless manner.

92年全國運動會  
2003 National Sports Meeting



# 體 Sports

昨天運動的理由是因為趕捷運。  
今天運動的理由是為了躲避巷口黃金獵犬的追逐。  
上一秒運動的理由是因為電梯壞了。  
下一秒運動的理由是為了幫老闆跑公文。  
戀愛中運動的理由是為了讓現任情人更迷戀自己。  
失戀中運動的理由是為了遇見下一個完美情人。  
無論如何 關於運動 任何理由 都是好理由。

The reason for doing exercises yesterday was for catching MRT trains.  
Today I do s exercises to avoid the golden retriever on the street junctions.

The reason for doing exercises in the past second was the elevator out of order.

The reason for doing exercises in the next second is relaying office papers for the boss.

The reason for people to love doing exercises is to catch more attention from the lover.

The reason for people dumped by their lovers to doing exercises is for the encounter of the next perfect lover.

Whatever the reason, doing exercises is always good.

# 育



體育

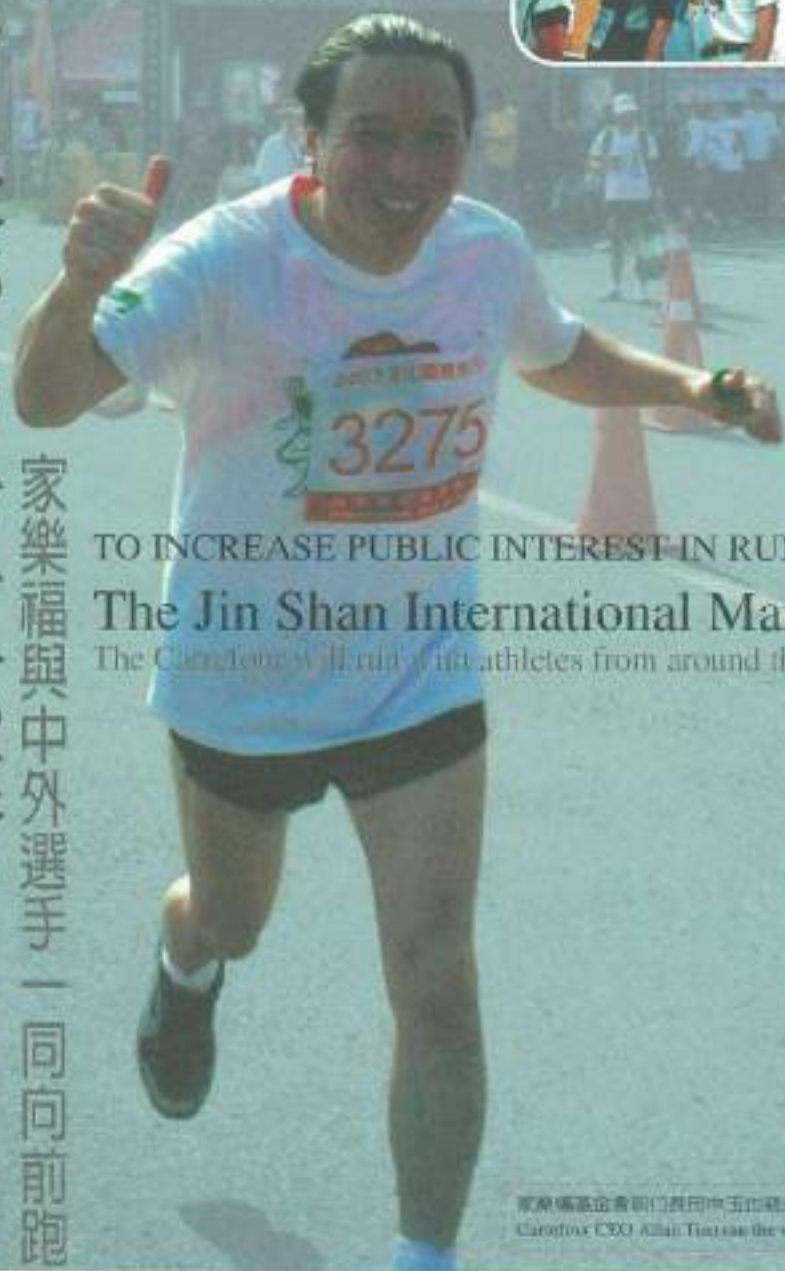
提升國內路跑風氣

# 金山國際馬拉松賽

家樂福與中外選手一同向前跑

TO INCREASE PUBLIC INTEREST IN RUNNING  
The Jin Shan International Marathon  
The Carrefour will run with athletes from around the world.

萬情起點 -  
Start in run



家樂福基金會贊助的金山五比路向下城路完全程  
Carrefour CEO Allan Tsai ran the whole course himself.



中外選手與主辦單位共同打破冰雕，期望能打破20年前的場地紀錄。

Athletes from Taiwan and other countries smash the ice sculpture representing the best local record.

屬於今年全國運動會賽前系列活動之一的金山國際馬拉松，在台北縣政府的精心規劃、與家樂福文教基金會的協助下，於四月二十日清晨六點，在北縣金山青年活動中心正式鳴槍起跑，總計吸引超過5000名選手參加，其中更包括來自俄羅斯、葡萄牙、日本等各國好手，讓這次活動更具國際化特色，而主辦單位也特別在比賽前，邀請參加此次比賽的中外好手，共同敲破象徵最佳場地紀錄的冰雕，希望選手能一舉打破20年前，由陳長明所創下的紀錄。

「金山國際馬拉松」是國內馬拉松比賽中，唯一擁有依山傍海路線的，結合山與海的優美路線，將運動精神與台北縣三個鄉鎮金山、石門、萬里的美景作了最好的結合，而一向推動公益及體育活動不遺餘力的家樂福文教基金會，今年除了實質的贊助賽事以外，家樂福文教基金會執行長田中玉，更是以實際的行動證明對活動的支持，親自下場跑完全程，展現過人的毅力及體力！

The Jin Shan International Marathon -- which was part of the National Games Tournament -- was held on April 20th after



此次活動共吸引超過五千人參加，場面壯觀。

The event attracted the participation of over five thousand people, which made for an impressive scene.

elaborate planning by the Taipei County Government, with help from the Carrefour Cultural and Educational Foundation. A gun was fired and the race started at 6 am from the Youth Center in Jin Shan. Over five thousand athletes participated in this event, including athletes from Russia, Portugal, Japan and many other countries which made this a global event. The sponsors cordially invited the athletes from around the world to smash the ice sculpture which stood for the best local running record. The sponsors hoped the athletes could break the record made by Chen Chang Ming twenty years ago.

The "Jin Shan International Marathon" is the only marathon route that runs its course on mountain trails by the sea. The combination of sporting spirit and the beautiful landscapes in the three towns of Jin Shan, Shi Men and Wan Li within Taipei Province, make a wonderful match. The Carrefour Cultural and Educational Foundation -- which has never spared any effort organizing public welfare and sports events -- not only sponsored this event, but had their CEO, Allan Tian, show his support of the event by running the whole course. He showed exceptional willpower and strength!

全運會指定用品、紀念品在全美家樂福獨家販售。  
The assigned appliances and souvenirs for the sports event can be purchased at Carrefour.



## 體育模範生家樂福

# 讓「全國運動會」 成為台灣選手邁向國際的起跑點

### THE CARREFOUR SPORTS MODEL

## Make the "National Games"

becomes the starting point for Taiwanese athletes approach to world arenas.

1998年家樂福開始加入台灣區運的贊助行列，自此以後，不論在哪一種大型的體育比賽中，都可以見到家樂福的身影，而此次北縣全國運動會的廣告文案：「這裡是他們邁向世界的起跑點！」，更是家樂福長期贊助國內運動盛事的理念。

今年的全運會，家樂福贊助了800個睡袋和許多寢具，就是希望能提供

遠道而來的選手，良好且充分的休息，此外，由於全運會改制

之後，所需經費相當驚人，因此北縣特別於舉辦公開招

商記者會，希望能招攬更多的廠商共襄盛舉，而

全運會指定用品、紀念商品，則是在家樂福

全省二十八家分店獨家販售。



台北縣首屆首屆贊助商共同切蛋糕，共盼全運會成功。

Su Zhen Chang, Hopt Taipei County official, along with the event sponsors, cut the cake to wish good luck for the event.



全運會指定商品暨紀念商品發表會。

The publication meeting for the allocated merchandise and commemoration wares.

不僅如此，從九月起，家樂福即刊載5波全運會文宣，目的就是要引起全國民眾對於全運會的注意及關心，給場上的選手加油、掌聲、鼓舞，讓台灣的選手有更多的動力，面對每一個挑戰，這也正符合家樂福文教基金會「全力支持國內選手」的宗旨，使他們有信心站上國際舞台，為台灣爭取更多榮耀。

In 1998, Carrefour started to sponsor regional sports tournaments, and from then on, Carrefour had been participating in every big-scale sports competition. The advertisement motto for the recent National Games held in Taipei County, "This is the starting point for them to approach world arenas" has always been Carrefour's goal when sponsoring sports activities.

Carrefour sponsored the purchase of eight hundred sleeping bags and bedding to ensure that athletes who had come from far away could enjoy plenty of comfortable sleep. Moreover, since the National Games required an astonishing amount of money after the modification of its system, Taipei County held special public conferences in order to request sponsorships from more companies. Also, the allocated merchandise and commemoration wares were exclusively on sale in each of the twenty-eight branches all over Taiwan.

Furthermore, Carrefour published five

sets of articles related to the National Games in order to attract the public's attention, so they would be driven to encourage and cheer for Taiwanese athletes. Athletes would then have more motivation to face every challenge. This allowed Carrefour Cultural and Educational Foundation to meet its goal of "giving our best effort to support Taiwanese athletes" and gave athletes the confidence to stand on the world arenas to earn more recognition for Taiwan.

全運會吉祥物(Carl)破蛋而出。

Carl, the mascot, breaks out of the egg.



本屆全運會聖火由電傳視訊承傳。

The National Games Torch was brought by telecommunications.

SHI MEN. SINTERNATIONAL KITE FESTIVAL.  
Make your dreams come true with Carrefour at your side.

# 讓夢想起飛

家樂福與您一起  
石門國際風箏節



## 台北縣石門國際風箏節



台北縣長蘇貞昌頒發感謝狀給家樂福文教基金會。  
Chief of Taipei County Su Zhen Chang present the reward to Carrefour Cultural and Educational Foundation.

今年的石門國際風箏節，已經堂堂邁入第四年，本屆除了來自法國、日本、馬來西亞、匈牙利、澳洲、德州等十幾個國家的風箏好手參與外，還有特技風箏的演出，上千隻大大小小的風箏，將石門的天空點綴的五顏六色，北縣大家長蘇貞昌也特別頒發感謝狀，感謝家樂福文教基金會對藝文活動的支持。

看著滿天的風箏，台北縣長蘇貞昌也忍不住玩心大發，現場就放起了由馬來西亞選手所製作的猴子風箏；還有民眾送給蘇貞昌一個「電火球」風箏，蘇貞昌特別寫上「台灣亮起來」，與大家分享快樂。

This is the fourth year in which the International Kite Festival has been held. Not only did it count on the participation of a number of skilled kite-flyers from several countries -- including France, Japan, Malaysia, Austria, Australia, and America -- but also the presence of various acrobats. Thousands of flying kites embellished the sky with a wonderful array of colors. Su

Zhen Chang, Chief of Taipei County official, issued a special letter to thank the Carrefour Cultural and Educational Foundation for its support.

When Chief of Taipei County official Su Zhen Chang was very interested as he watched the flying kites. He flew a monkey-shaped kite which was made by a contestant from Malaysia. One participant gave Su an "electric fireball" kite. Su wrote "Lighten Taiwan" on the kite, and then proceeded to share his joy with everybody.

現場人潮眾多，將石門填滿的熱鬧不遜。  
A great crowd of people gathered at Shi Men.



國內知名風箏製作家黃朝楨，所製作的猴頭風箏。  
A monkey-like kite created by famous kite-craftsman Huang Chaozheng.

# 愛心慈善

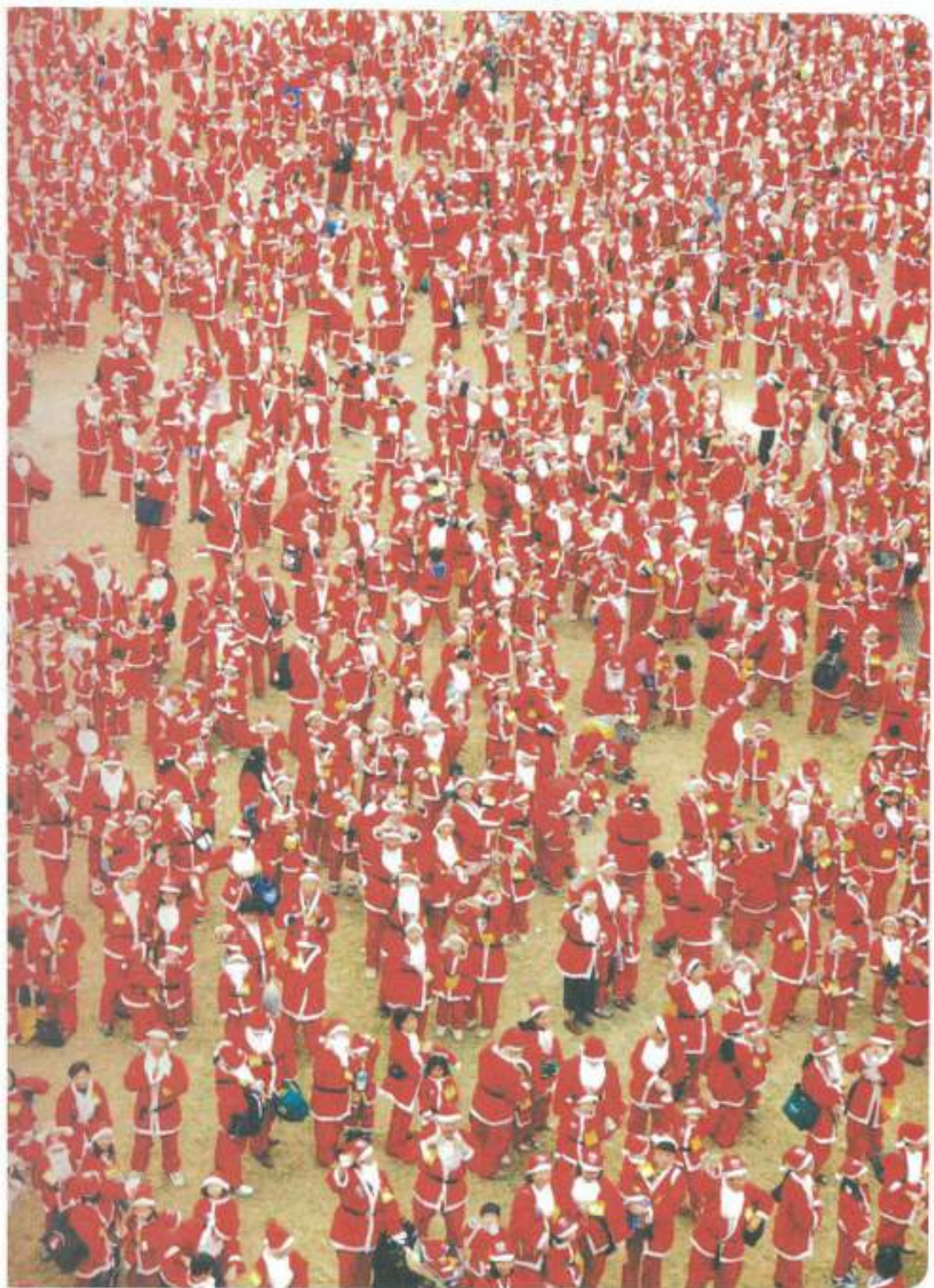


## Charity

我們用愛心和你做朋友  
有能力付出是一種福分  
能捐獻助人是一種美德

以一人之力服一人之務，有千百人之力服千百人之務。  
雖然我們祇有一己的力量，但我們用愛心和大家做朋友，  
結合大家的力量，希望讓天底下所有的人都受到老天爺的喜顧。

We'll make friends with you in the name of love  
Being capable of giving is a gift  
Being able to donate to help is virtue  
One serves one and thousands serve thousands.  
It's only us, yet we are your friends with love,  
Together, we wish God blessed everyone.





愛心慈善

家樂福耶誕傳福音

# 用愛挑戰世界新紀錄 希望之樹點燈活動

活動

Carrefour relays Christmas gospel to everyone  
and to set a new world record

海峽星洲重加坡的新情況！  
The enthusiastic crowd observing  
for children with cancer





家樂福萬國力總經理的帶領之下，各區副經理及其夫人一起出發遊行。

The Carrefour Team, led by its general manager, the regional managers and their wives, marching in the rally.

為喚起社會大眾對於癌症兒童的關懷，家樂福文教基金會與台北市政府青少年育樂中心，於2004年12月6日在總統府前廣場舉辦一場為癌症兒童募集禮物「挑戰新紀錄，祈福大遊行」活動。總計號召 3,619名耶誕老公公，在台北市長馬英九的宣告下一起打破原由葡萄牙所創下的2,627位耶誕老公公聚集遊行的世界金氏紀錄，並為癌症兒童點亮家樂福希望之樹。

此次活動除了東門國小全校師生的熱情參與外，還有杏林子之友及許多熱情民眾共襄盛舉；國民黨主席夫人連玉珊女士亦代表身心障礙者保護基金會，致贈三十萬元給兒童癌症基金會。此活動也為癌症兒童募集到近萬份耶誕禮物，讓癌症病童感受一個溫馨歡樂的耶誕節！

To reach out to the public for concern about children with cancer, the Carrefour Cultural & Educational Foundation, together with the Center, Youth 17 center, and the Taipei City Government is holding a gift-raising campaign for children with cancer on December 6 2004 in the Presidential Palace Plaza. The campaign of Challenging New Records Prayer Rally is set to invite 3,619 Santa Clauses, who with the announcement made by Ma Yingjeou,



家樂福文教基金會執行總幹事陳幸珍總幹事陳幸珍將禮物贈予癌症兒童。  
Executive officer of the Carrefour Cultural and Educational Foundation hands over the raised gifts to the children with cancer.



叮叮噠、叮叮噠，鈴聲多響亮，七位癌症兒童穿上耶誕裝歡歌跳舞。

Dingdingding, Dingdingding, ring the bells / children with cancer, dancing and singing in their Christmas costume.

Taipei City Mayer, would break the Guinness world record of 2,627 Santa Clauses rally set in Portugal. In the campaign, the Carrefour Tree of Hope would be lit up for children with cancer.

Besides the teachers and students from the Dougmen Elementary School, the Kinglinze Friends and many other citizens will take part in this rally. On behalf of the Foundation for the Physically and Mentally Handicapped, Lien Fang Yu, wife of Lien Chan, chairman of the KMT Party, will donate NT\$300,000 to the Foundation of Children with Cancer. About 10,000 gifts have been collected for the campaign, assuring a warm and pleasant Christmas for children with cancer.

愛心慈善

Carrefour's world of flowers, which are to decorate the living space and warm the community

家樂福花現新世界

用**花**裝扮生活空間

用**愛**溫暖社會角落



2004年台灣花卉博覽會於彰化盛大舉行，彰化縣長翁金珠親自出馬，分別在台北及高雄主持義賣活動，為花卉博覽會暖身，希望創下百萬人潮紀錄。



主辦單位彰化縣政府，首先於台北紐約紐約廣場舉辦一場義賣晚會~「花現新世界」暖身，由主持人卜學亮主持，並由彰化縣長翁金珠邀請台北市副市長白秀雄、家樂福文教基金會、民生報共襄盛舉。高雄義賣會「花團錦簇」則選在家樂福愛河店舉辦由藝人梁又琳、西瓜哥哥、水蜜桃姐姐大力叫賣，將義賣所得捐為社會福利基金，兩場義賣會均吸引許多消費者購買，花卉飄香，愛心溫馨洋溢。家樂福亦於此次義賣活動中捐出30萬衣物給彰化縣社會局，並祝福台灣能透過花卉博覽會走向國際化。

The 2004 Taiwan Flower Show was held in Changhua, where ONG Jinzhu, Changhua County Magistrate hosted charity events in Taipei and Kaohsiung as warm-up for the flower show and expected visitors could number 1,000,000 or more.

Changhua County Government, the host, is to hold a charity party in the New York New York Plaza in Taipei. Pu Shueliang and

彰化縣政府於2004年台灣花卉博覽會暖身。台北紐約廣場愛河店舉辦「花團錦簇」花卉義賣活動。彰化縣長翁金珠(右二)與家樂福基金會總幹事吳淑慧(右一)、家樂福南區副總經理陳志芳(左一)一起到彰化作客，相當萬眾矚目。

The Changhua County held The 2004 Taiwan Flower Show, and the Changhua County Magistrate Ong Jinzhu, invited everyone to see the show.

Ong Jinzhu, Changhua County Magistrate, Bai Shuhsong, Taipei City Deputy Mayor was host the warm-up event known as Flowers in the New World, the Carrefour Cultural & Educational Foundation and the Ming Sheng Daily News were guests. The charity event in Kaohsiung by the name Flower Party will be held at the Love River Store and Liang Youlin, Watermelon Brother and the Melon Sister will chair the charity sales event and all income would be donated as fund for social welfare programs. The two events expect a large number of visitors. In the charity events, Carrefour donated clothing worth NT\$300,000 to the Department of Social Affairs, Changhua County Government and extended wishes that Taiwan could reach out to the world through its flower show.

# 抗SARS

## Fight Against SARS

為和平戰士追思  
當憂傷遠離  
戰士們請安息  
我們沈默中  
釋放最深的敬意  
把淚光 收起  
讓生命延續  
鮮花明燦交織的榮光裡  
你浴火的理想  
從此更加美麗

-摘自和平醫院復院典禮詩歌-

In memory of the Ho Ping fighter  
When sorrow departs  
Fighters are to take rest in peace  
In silence  
We deliver our deepest respect  
Hold up our tears  
Let life continue  
In the glory blended with flowers and love  
You're ideal of sacrifice  
Turns even prettier

-Excerpt from the poems in the Ho Ping Hospital Reopening Ceremony-



抗SARS

全民抗SARS 企業響應  
家樂福善盡社會責任

# 一路相扶

In response to the SARS campaign, Carrefour has been supportive all the way



今年四月，是台灣人民面臨世紀疫病SARS恐懼的開端，但台灣人民的勇敢，也讓我們重新凝聚團結力量，共同攜手抵抗SARS。2個月後，在全民抗擊的努力下，疫情趨於緩和，WHO也正式將台灣從旅遊警示區除名，台灣終於見到健康的曙光。

家樂福文教基金會自疫情爆發以來，一直積極響應政府，投入全民防疫的工作，在第一時間，先後捐贈十萬個口罩、十具SARS病患空中隔離袋、一萬個緊急救護包、5000套隔離衣帽，可移動X光機等給各醫療單位，總贊助金額高達1000萬元。而當SARS遠離時，我們仍努力透過舉辦路跑、健走、健診等活動，重建這塊土地的健康指數與信心，謹衷心期盼全民遠離SARS之苦，迎向健康快樂幸福的明天。

除此之外，法國家樂福國際基金會也發揮無國界的人道關懷，捐助10萬歐元給台灣民眾購買醫療用品。總幹事吳祖慧指出，由於家樂福是全球性集團，總部設於法國，家樂福所屬的法國基金會得知台灣SARS疫情擴散，主動伸出友誼雙手，提出各項臨時短缺的醫療物資，我們只是想告訴台灣，你並未被世界遺忘！

April this year marked the beginning of the effort waged by Taiwan's population against SARS, the diseases of the century. Thanks to the courageous Taiwanese people, we saw the people of Taiwan together in their fight against SARS. After 2 arduous months, the plague was overcome as WHO removed Taiwan from its travel-warning list, once again; Taiwan saw light of health.

Since the disease broke out, the Carrefour Cultural & Educational Foundation had been cooperative with the authorities though its involvement in the effort. To begin with, 100,000 face masks, 10 SARS airborne quarantine bags, 10,000 first-aid packs, 5,000 quarantine gears, mobile X-ray machines were donated to medical agencies at a total sum of over NTS\$10,000,000. When SARS departed, at Carrefour, we remained hosting highway events, charity walks, free diagnosis, all aiming at rebuilding the health of the land. It is our sincere hope that the population is free of SARS while marching toward health.

Besides, the Carrefour Foundation International in France made its donation for F\$100,000 to Taiwan for medical items. Wu Shuhui, the executive officer says, Carrefour is a global business with its head office in France. When the French foundation learnt that SARS had broken out in Taiwan, it reached out immediately with medical supplies that were in shortage. All we want to say to Taiwan is that the world has not forgotten about you.



抗SARS

鞏固防線第一線

100,000 facemasks donated by Carrefour to secure the front line

10

家樂福愛心急先鋒  
捐贈 萬口罩



有感於SARS疫情嚴峻，口罩短缺，家樂福文教基金會短短兩天之內，緊急向國內口罩製造商調撥10萬個口罩，搶在未進入賣場販售之前，優先將這10萬個三層外科用口罩，捐給醫療及志工人員、街頭遊民、工務執行人員及小朋友們。由台北市長馬英九及台北縣副縣長曾參贊代表市民及縣民接受捐贈。

家樂福企業不僅響應政府投入全民防疫運動，更規定賣場的服務人員人口一罩，全省家樂福量販通路一律零利潤的供應口罩給民眾，一起與全國民眾共體時艱。

防疫工作人人有責，家樂福除從企業本身做起外，還秉持回饋社會的心，讓更多民眾免於病毒入侵。

When SARS broke out, facemasks became in severe shortage. The Carrefour Cultural and Educational Foundation made an immediate donation of 100,000 three-layer surgeon face masks in two days through its local suppliers and the supplies were distributed to medical force, volunteers, homeless, public construction workers and children. Ma Yingjeou, Taipei City Mayor and Zeng Senhao, Taipei County Deputy Magistrate on behalf of Taipei citizens and the population of Taipei County respectively, received the donation.

Carrefour is not only responding government calls in fighting against the plague, the management asked its service force use face masks and in its outlets islandwide, face masks are available at zero profit as a way to cope with the situation.

Being fully aware that fighting the plague is everyone's job and as a model business, Carrefour is always ready to serve the community by keeping its population virus-free.



# 家樂福 愛心急先鋒，

## 捐贈10組可拋棄式負壓隔離艙

To reach out the community,  
Carrefour is donating 10 sets of disposable  
quarantine chambers

家樂福捐贈10組可拋棄式負壓隔離艙 - 由行政區長代表接收 -  
Carrefour is donating 10 sets of disposable quarantine chambers to YU Zhengxian,  
Minister of the District, who receives the donation on behalf of the government.





還記得澎湖爆發疫情，卻面臨醫療設備及醫療人員不足的問題，送回台灣本島救治，卻又面臨運送隔離問題，雖然內政部消防署緊急採購六個負壓隔離袋，但仍不敷使用，此事經由報紙報導後，家樂福立即主動聯絡內政部消防署，撥下120萬元，遠從奧地利進口10組搬運式SARS 病患專用的隔離救護袋，以紓解其他外島再發生無法運送病患的窘境。

When the case in Penghu was on the news media that for the lack of medical equipment and personnel, a patient had to be sent back to Taiwan for cure and then came the problem of quarantine. The 6 sets of quarantine chambers purchased by Firefighting Department under the Ministry of the Interior were not enough. When learnt of the case, Carrefour immediately allocated NT\$1,200,000 for 10 sets of Austrian-made disposable quarantine bags for SARS patients and the move solved the problem of transportation for the patient.

抗SARS

# 手牽手

和平加油！  
家樂福以路跑行動獻關懷

Hand in hand, cheer up for Heping.  
Carrefour shows its care with a road running event

台北市和平醫院舉行路跑賽，市長馬英九與家樂福主席蔡國雄(右一)跟大家一起開關健體路跑，從和平醫院再出發。  
To support the road running hosted by Taipei He Ping Hospital, Ma Yingjiou, Taipei City Mayor, running with the executive officer of Carrefour Cultural and Educational Foundation and the public, symbolizing the restart of He Ping Hospital.



今年，台北市立和平醫院因SARS疫情，造成多位醫護人員折損，為了重振和平醫院浴火重生，由台北市政府教育局主辦，財團法人家樂福文教基金會贊助的「手牽手，和平加油」路跑活動，在市長馬英九的鳴槍下起跑，希望和平醫院揮別SARS的陰霾，重新整裝，升級後再次出發，提供台北市民一所更加安全、有效率、高水準的醫院。家樂福文教基金會特別準備1萬個保健包，免費贈送給前往和平醫院掛號及健康檢查的民眾，第一天就有6000民眾掛號，給予和平醫院第一線醫護人員最大的支持與鼓勵。

This year, Ho Ping Hospital lost several members of its medical team to SARS, to restore the hospital, Department of Education under Taipei City Government is working hand in hand with Carrefour Foundation in a road running event. Ma Yingjeou, Taipei City mayor, who put the trigger of the signal gun, symbolizing departure of SARS from Ho Ping Hospital, chaired the event. After remodeling and upgrading, the hospital is serving Taipei citizens again by providing a safer, more effective and higher quality hospital. Carrefour Foundation is there giving 10,000 free medical packs to the public visiting Heping Hospital for outpatient service and health check. On day one, a total of 6,000 persons visit, suggesting significant support and encouragement to the crew of Ho Ping Hospital.



# 董事組織 organization chart

Chairman Chin Yuan Kao



高鴻愷 ✓

Marc OURSIN



吳偉生

## Board Of Directors 董事

Jason C.S. LIN



林蒼生 ✓

Hsuen-Yung SHEN



申學庸 ✓

Huai-Min LIN



林懷民

David SUN



孫念組

Jean-Francois BRUNE



桑.梵思華.布內

Cheng CHI



紀政 ✓

Lindy CHERN



陳玲玉 ✓

Allan TIEN



執行長/田中玉

## 2002大事紀 2002 Chronicle

活動名稱 Activity	時間 Date	地點 Place
基金會網站更新 Carefour Foundation Website Renew	1-12	全省 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	1	家樂福惠義賣場 Carefour Chia Yi Store
贊助民間團體 - 天母關興公園公園改造落成暨環保嘉年華活動 Sponsored Tian Mu Kang-Sin Park Reopen	1/19	台北 Taipei
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	2	家樂福屏東賣場 Carefour Ping Tung Store
2002年簡介出版 Publication of 2002 Brochure	3	全省 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	2	台北家樂福土城賣場 Carefour Tu Chen Store
贊助第九屆台北少年青少年國際空手道錦標大賽 Sponsored Taipei International Youth Chopin Piano Contest	3	全省 Nationwide
贊助世界展望會 - 展望家園活動 Sponsored World Vision Taiwan-Swift Home Activity	3/7	台北 Taipei
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	4	台北家樂福淡水賣場 Carefour Tai Hsu Store
母親節系列活動 - 家樂福【我的母親卡】兒童儲卡活動 Mother's Day Activities Series - Mother's Day Card Collection	4/1-5/12	全省 Nationwide
2002第一次董事會 (第三屆第一次) The 1st Board Meeting of 2002	4/19	屏東縣丁 Pingtung, Keelung
家樂福藝術饗宴 - 明華園公演 - 樂韻再來 Carefour Art Banquet - Min Hua Yuan Folk Opera	4/21	台北縣土城市立綜合體育場 Taipei, Tu Chen
母親節系列活動 - 關懷導師媽媽 - 安全裝備贊助 Mother's Day Activities Series - Sponsorship for School Guidance Mothers	5	全省 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	5	台北家樂福汐止賣場 Carefour Hsu Chih Store
贊助台北市社會局 - 大手牽小手親子共孝心活動 Sponsored Department Of Social Welfare Taipei City Government	5/12	台北 Taipei
贊助中二高速公路系列活動 - 奔馳在城鄉的動脈 Sponsored the Future Between Cities, Pre-activities of Second Central Highway Opening	5	南投 Nan Tao
母親節系列活動 - 第五屆夏日徵文 - 我家媽媽經 Mother's Day Activities Series - The 5th Summer Essay Contest - Mothers' Story Collection	5	全省 Nationwide
贊助國華人壽道路競賽活動 - 健康向前跑 Sponsored Ken Hsu Life Road Running	5/19	台北 Taipei
贊助2002全民奧林匹克衝浪海上長泳大賽 Sponsored Long Distance Swimming of Taiwan Olympics in Heng-Chuan	5/26	屏東縣丁 Pingtung, Keelung
家樂福關懷環保系列活動 - 環保雕塑展 Carefour Care The Earth Activities Series - Recycle Sculpture Exhibition	6/1-6/30	全省家樂福16家賣場 Carefour 16 Stores
2002家樂福關懷環保系列活動 - 65世界環境日淨灘淨山淨家園活動 Carefour Care the Earth Activities Series - 65 Cleaning Day	6/5	全省家樂福所在社區 Nationwide
2002家樂福關懷環保系列活動 - 家樂福國際奧林匹克路跑 Carefour Care the Earth Activities Series - Olympic Day Run	6/9	台北 Taipei
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	7	桃園家樂福中壢賣場 Carefour Chung Li Store
家樂福科學環保夏令營 Carefour Science & Environmental Protection Summer Camps	7/27,8/10,9/31	全省 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	8	家樂福南投賣場 Carefour Nan Tou Store
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	9	高雄家樂福愛河賣場 Carefour Love River Store
第六屆家樂福兒童畫生比賽 - 彩繪風箏嘉年華 The 6th Annual Carefour Children Drawing - Kite Painting Festival	9/15 Taipei	台北縣新莊市立體育場



# 歷年大事記

活動名稱 Activity	時間 Date	地點 Place
家樂福中秋藝術饗宴 - 儂人神鼓演出 Carrefour Moon Festival Art Banquet - U Theater Performance	9/21	台中新市政中心預定地 Taichung
協辦台北縣石門國際風箏節 Co-sponsorship 2002 Taipei County Shimen International Kite Festival	9/28-9/29	台北縣石門鄉 Taipei, Shimen
贊助台北福利聯合會-社區相連家庭愛相請活動 Sponsored Community in Connection - Love in Family, Taipei Benefit United	9/28	台北 Taipei
贊助士林區蘭園早 - 重陽超夕一犬、全家樂 Sponsored Tsin Men Lian Yuan Sao Li Family Festival	10/5	台北 Taipei
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	10-11	家樂福花蓮賣場 Carrefour Hualien Store
第六屆家樂福寫生比賽-彩繪風華童年華 The 6th Annual Carrefour Children Drawing - Kite Painting Festival	10/26	台中國立自然科學博物館 Taichung
活動名稱 Activity	時間 Date	地點 Place
2002台北國際馬拉松 2002 Taipei International Marathon	11/3	台北 Taipei
第六屆家樂福兒童寫生 - 彩繪風華童年華 The 6th Annual Carrefour Children Drawing - Kite Painting Festival	11/9	高雄科學工藝博物館 Kaohsiung
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	12	桃園家樂福內壢賣場 Carrefour Nei Li Store
2002第二次董事會 (第二屆第二次) The 2nd Board Meeting of 2002	12/12	台北 Taipei

## 2001大事紀 2001 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會獲頒文建會第五屆文藝獎-金牌 Carrefour received Gold Trophy at the 5th Annual Wen Hsin Award		
基金會網站更新 Carrefour Foundation Website Renewed	1-12	全省 Nationwide
贊助新知文化事業「白雲紀遊龍世界」展覽活動 Sponsored "Cherousai Dragon World" held by New Knowledge Co.	1/24-3/30	全省 Nationwide
第六屆家樂福「精打細算」報稅宣導服務 The 6th Annual Tax Guidance Service	2-3	全省家樂福賣場 24 Carrefour Stores
贊助新世紀畫的奧運賽 Sponsored New Century Love Pair	2/25	台北 Taipei
2000年簡介出版 Publication of 2000 Brochure	3	全省 Nationwide
贊助九歌兒童劇團「威靈頓傳奇」 Sponsored Song Song Song Theater "The Legend of the City God"	3/7-6/10	全省 Nationwide
設立基金會形象燈箱 Carrefour Foundation Light Box Established	3	全省家樂福賣場 24 Carrefour Stores
贊助台南家扶中心 Sponsored Tainan Family Support Center	3/12	台南 Tainan
贊助兒童音樂嘉年華 Sponsored Children Music Festival	3/29-4/4	全省 Nationwide
贊助中華民國青少年籃球協會 Sponsored China Youth Basketball Association	4	全省 Nationwide
贊助花東地區高等學校運動會 Sponsored East Region Senior High School Athletic Meet	5	花蓮 Hualien
贊助東華大學學校運動會 Sponsored Donghua University Athletic Meet	5	花蓮 Hualien
2001第一次董事會 (第二屆第五次) The 1st Board Meeting of 2001	5/5	台北 Taipei
第四屆夏日徵文活動 - 新生的喜悅 The 4th Summer Essay Contest - The Joy of Birth/Rebirth	6	全省 Nationwide

活動名稱 Activity	時間 Date	地點 Place
贊助台北國際龍舟錦標賽 Sponsored Taipei International Dragon Boat Race Championship	6/23-6/25	台北 Taipei
家樂福歡樂家庭夏令營 Carefour Summer Camp	7/6, 7/22, 8/12	全省 Nationwide
贊助高雄縣政府「一解之力」活動 Sponsored KHH County Gov. "One Dollar Donation" Activity	7/11	高雄 Kaohsiung
贊助台北兒童藝術節 Sponsored Taipei Children's Arts Festival	7/21	台北 Taipei
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	7/15-8/15	桃園家樂福大江賣場 Carefour Merry Walk Store
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	8/18-9/18	高雄家樂福中山賣場 Carefour Jung Shan Store
2001高雄藝術競賽「慶人陣鼓演出」 2001 Carefour Art Contest - U Theatre Performance	8/25	高雄文化中心 The Kaohsiung Culture Center
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	9/21-10/21	台南家樂福中正賣場 Carefour Cheng Cheng Store
第五屆家樂福奇幻寫生嘉年華 The 5th Annual Carefour Children Drawing Festival	10/7	國立美術館 National Art Museum
第五屆家樂福奇幻寫生嘉年華 The 5th Annual Carefour Children Drawing Festival	10/14	台北市立藝術中心 Taipei Art Center
第五屆家樂福奇幻寫生嘉年華 The 5th Annual Carefour Children Drawing Festival	10/20	高雄縣政府前廣場 Kaohsiung County Gov.
贊助90全國運動會選手之夜 Sponsored Taiwan Athletic Meet Night Concert	10/23	高雄 Kaohsiung
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	10/24-11/24	台中家樂福中清賣場 Carefour Chung Shing Store
2001台北國際馬拉松 2001 Taipei International Marathon	11/4	台北市政府前廣場 Taipei City Gov.
贊助2001台北花火節 Sponsored 2001 Taipei Fireworks Festival	11/8	台北 Taipei
贊助中壢市政府 Sponsored Chungli County Gov.	11/8	中壢 Chungli
贊助台北縣婦女保護協會 Sponsored Taipei County Women Protection Association	11/8	台北 Taipei
贊助台北縣婦女保護協會 Sponsored Taipei County Women & Child Protection Association	11/8	台北 Taipei
第五屆家樂福奇幻寫生嘉年華 The 5th Annual Carefour Children Drawing Festival	11/17	台北故宮博物院 National Palace Museum
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	11/27-12/27	家樂福彰化賣場 Carefour Zhong Hua Store
2001第二次董事會(第二期第六次) The 2nd Board Meeting of 2001	12/11	台北 Taipei
家樂福聖誕老公公來了-聖誕禮物贈送 Carefour Santa Claus is Coming - Christmas Gifts Giving	12/24-12/25	全省 Nationwide

## 2000大事紀 2000 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會獲頒文建會第四屆文馨獎「金獎」 Carefour received Gold Trophy in the 4th Annual Wen Hsin Award		
基金會網站更新 Carefour Foundation Web Site Renewed	1-12	全省 Nationwide
贊助海峽兩岸「桃之情」系列活動之少年、兒童書法繪畫大賽 Sponsored Two Strait Youth and Children Hand Writing Contest	1	桃園 Tao-Yuan
葫蘆廟義演 Mie Hsu Yuan Folk Opera	1/15	彰化 Chang-Hua

# 歷年大事記

活動名稱 Activity	時間 Date	地點 Place
贊助2000「千龍祈福萬人迷」南港燈會 Sponsored 2000 Lantern Festival	2/15-2/19	台北 Taipei
第五屆水災編「精打細算」稅務諮詢服務 The 5th Annual Tax Consulting Service	3	全省 Nationwide
贊助中華民國大型活動緊急救援協會籌備會 Sponsored Disaster Rescue Conference	4	台北 Taipei
2000 第一次董事會 (第二屆第三次) The 1st Board Meeting of 2000	4/25	台北 Taipei
「台灣古早味」全省畫作聯展 Taiwan Old Fashion Art Joint Exhibition	5/27-6/27	台北 Taipei
「台灣古早味」全省畫作聯展 Taiwan Old Fashion Art Joint Exhibition	5/27-6/26	高雄 Kaohsiung
「現代串記」全省畫作聯展 Modern Art Joint Exhibition	5/27-6/27	台中 Taichung
贊助第三屆國際華人壽險路跑賽 Sponsored Kao Tai Insurance Co. Road Running	5/28	台北 Taipei
贊助警察節犯罪預防宣導週活動 Sponsored Crime Prevention Festival	6/10	台北 Taipei
贊助第六屆水逆夏季季路跑暨兩岸精英路跑賽 Sponsored Shijr Road Running	6/18	台北 Taipei
第三屆夏日徵文活動 - 社區管家婆 The 3rd Summer Essay Contest - Community Housekeeper	7-8	全省 Nationwide
贊助創世基金會「愛心路跑」 Sponsored Charity Road Running	7/16	台北 Taipei
古蹟寫生親子遊 Historic Site Drawing Tours	7/2-8/20	全省23家樂福賣場所在社區 All Carefour Stores
1999年第二輯簡介出版 Publication of the 2nd Volume of 1999 Brochure	7	全省 Nationwide
明華園新戲義演 Min Hua Yuan Jazz Folk Opera	8/5	南投 Nan Tan
贊助台南縣2000年成人禮 - 責任權行會 Sponsored 2000 Adult Ceremony	8/12, 8/13	台南 Tainan
贊助「健康活力 運動台北」路跑賽 Sponsored Healthy, Energetic, Sport, Taipei Road Running	8/26	台北 Taipei
中華奧運加油卡 2000 Olympic Team Cheering Cards	8-9	全省 Nationwide
第五屆家樂福奧林匹克國際路跑活動 The 5th Annual Carefour Olympic International Road Running	9/3	台北 Taipei
「謝銀盼金」標榜貴妃添餐會 An Outstanding Athlete in the world- C.K. Yang Lunch Meeting	9/6	台北 Taipei
贊助兒童戲劇親子遊 Sponsored Children Theatre Tours	9-12	全省 Nationwide
贊助金慶雲媽祖會 Sponsored Prof. Ching-Yun CHEN Rizical	10/8	台北 Taipei
捐贈象神颱風災物資 Sponsored Sha Shin Typhoon Flood in Shijr	11	台北 Taipei
贊助第六屆亞太聾人運動會開幕典禮 Sponsored the 6th Annual Deaf People Athletic Meet	11/4	台北 Taipei
第四屆「希望！家樂福寫生祭年華會」 The 4th Annual Hope - Carefour Children Drawing Festival	11/5	台中 Taichung
第四屆「希望！家樂福寫生祭年華會」 The 4th Annual Hope - Carefour Children Drawing Festival	11/12	高雄 Kaohsiung
第四屆「希望！家樂福寫生祭年華會」 The 4th Annual Hope - Carefour Children Drawing Festival	11/19	台北 Taipei
贊助太魯閣2000國際馬拉松活動 Sponsored Tai Lu Kao 2000 International Marathon	11/24	花蓮 Hua Lien
2000 第二次董事會 (第二屆第四次) The 2nd Board Meeting of 2000	11/29	台北 Taipei
贊助消防局搜救犬命名活動 Sponsored Rescue Dog Naming held by Fire Fighting Bureau	12/6	台北 Taipei

活動名稱 Activity	時間 Date	地點 Place
第四屆家樂福寫真嘉年華畫選獎典禮 The 4th Annual Carrefour Children Drawing Festival Awarding	12/10	台北三重家樂福 Carrefour San Chang Store
家樂福耶誕古早踩 - 明華園跨世紀演出 - 武松打虎 Carrefour Folklore Carnival - Min Hua Yuan Folk Opera	12/23	台中 Taichung
贊助高雄世紀、滑輪競帆、極限裝扮嘉年華 Sponsored Cross Century In - Line Skating Carnival	12/24	高雄 Kaohsiung

## 1999大事紀 1999 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會獲頒文建會第三屆文藝獎“特別獎”及“金獎” Carrefour received Special Trophy and Gold Trophy in the 3rd Annual Wen Hsin Award		
家樂福文教基金會獲頒捐血協會25週年特殊貢獻獎 Carrefour Foundation received Outstanding Contribution Award from Blood Donation Association		
贊助1998新翼耶誕嘉年華 Sponsored 1998 Christmas Festival	1/8	新翼 Hsin Ying
超越99 - 勇敢圓夢青春演唱會 Overtake 1999, Bravely Achieve Your Dream Youth Concert	1/16	花蓮 Hua Lien
第四屆家樂福“精打細算”家庭稅務諮詢服務 The 4th Annual Tax Consulting Service	2/27-3/6	全省家樂福賣場 All Carrefour Stores
贊助花蓮國際石雕藝術展 Sponsored National Stone Sculpture Festival	3/21-4/18	花蓮 Hua Lien
人體雕塑變變變 Cosponsored the human-figure creative sculptors competition	3-4/4	全國 Nationwide
1998年第二輯簡介出版 Publication of the 2nd Volume of 1998 Brochure	3	全國 Nationwide
贊助國際飛輪大賽 Carrefour International Ultimate Frisbee Tournament	3/13, 3/14	台北 Taipei
1999第一次董事會 (第二屆第一次) The 1st Board Meeting of 1999	3/17	台北 Taipei
贊助“夢想九九、兒童樂樂園”活動 Sponsored Dreamed 99, Children Paradise Activity	4/4	台北育樂中心 Taipei Recreational Center
校園網路視訊新聞攝影比賽 The First Annual Internet Visual Broadcasting Competition	4-5	全國 Nationwide
贊助高雄88年全國反毒會議 Sponsored 1999 National Anti-Drug Conference	4	高雄 Kaohsiung
贊助鳳山市文化節 Sponsored Feng Shiao Cultural Festival	4/18	高雄 Kaohsiung
贊助88年臺灣區中等學校運動會 Sponsored The High School Athletic Meet	4/15-4/19	高雄 Kaohsiung
放歌新世界青春酒廊秀 Embrace the New World Youth Concert	4/17	台北大佳河濱公園 Ta Chiao River Park
贊助國際單親兒童文教基金會 Sponsored Single Parent Cultural and Educational Foundation	4	台北 Taipei
贊助九九之愛、親子體能嘉年華活動 Sponsored Love 99, Parents and Children Gymnastics Festival	5/8	台中 Taichung
贊助台灣法國馬拉松代表隊 Sponsored Taiwan Athletes to participate 100KM Super Marathon	5/15	法國 France
“家家有本不一樣的經”出版 Every Family Has Its Own Story Book Published	5	全國 Nationwide
贊助“陽光九九、轉門天下”萬人直排輪滑冰活動 Sponsored Ten Thousand People In-Line Skating Parade	5/20	高雄 Kaohsiung
贊助金慶雲異議書-舒伯特兩百年 Sponsored Prof. Ching-Yun CHIN Racial	5/21	台北國家戲劇院 Taipei National Theatre

# 歷年大事記

活動名稱 Activity	時間 Date	地點 Place
第三屆家樂福小童家劇寫生 v.s. 布偶秀 The 3rd Annual Carefour Puppet Show vs. Drawing Contest	5/30	高雄中正文化中心 Kaohsiung Cultural Center
第三屆家樂福小童家劇寫生 v.s. 布偶秀 The 3rd Annual Puppet Show vs. Drawing Contest	6/6	新竹縣立市政府 Hsin Chu County Government
贊助「特殊奧林匹克秋季入關火炬慈善路跑活動」 Sponsored Olympics Charity Road Running	6/12	國父紀念館 Shu Yi Shu Memorial Hall
贊助89年兒童戲劇親子遊活動 Sponsored 1999 Children Theatre Festival	7-9	新竹 Hsin Chu
夏日語文活動-我的偶像年代 Summer Story Essay Contest My Idol Worshipping Years	7-8	全省 Nationwide
贊助「畫」說京劇兒童戶外寫生比賽 Sponsored Children Drawing Contest	8	國立中正文化中心 CKS Memorial Hall
明華園歌仔戲演出-遠遊天下 Min Hwa Yuan Folk Opera	8/14	嘉義 Chiayi
真愛情人節-世紀大挑戰 True Love Challenge Activity	8/15	台北三重湯城廣場 Taipei, San Cheng
1999年第一輯簡介出版 Publication of the 1st Volume of 1999 Brochure	9	全省 Nationwide
「持續才有力量」家樂福國際路跑活動 1999 Carefour Taipei International Road Running	9/19	台北市政府前廣場 Taipei City Gov Square
921大地震賑災 921 Earthquake Relief	9/21	台中、南投 Taichung, Nantou
贊助雲門舞集青春編舞展 Sponsored Cloud Gate Dance Theatre	8-11	全省 Nationwide
1999第二次董事會 (第二屆第二次) The 2nd Board Meeting of 1999	11/23	台北 Taipei
921明華園歌仔戲義演-武松打虎 921 Min Hwa Yuan Folk Opera Charity Performance	11/28	高雄 Kaohsiung
921明華園歌仔戲義演-劉全灌瓜 921 Min Hwa Yuan Folk Opera Charity Performance	12/11	台北三重湯城廣場 Taipei, San Cheng
明華園爵士歌仔戲 Min Hwa Yuan Jazz Folk Opera	12/18	台北淡水捷運 Taipei Tam Hsia MRT Station
贊助第一屆全國運動會選手之夜演唱會 Sponsored the 1st Annual National Athlete Night Concert	12/26	桃園 Taoyuan

## 1998大事紀 1998 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會獲頒文建會第二屆文藝獎「金獎」 Carefour received Gold Trophy in the 2nd Annual Wen Han Award		
家樂福文教基金會網站設立 Carefour Foundation Web Site Established	2	全省 Nationwide
1997年第二輯簡介出版 Publication of the 2nd Volume of 1997 Brochure	2	全省 Nationwide
我爱我家台北捷運車站藝文展 I Love My Family Taipei MRT Art Gallery	2/20-3/31	台北 Taipei
青春集短編偶像法令廣播劇 Radio Program Mini Youth Show	2/9-3/31	全省 Nationwide
1998第一次董事會 (第一屆第四次) The 1st Board Meeting of 1998	2/13	台北 Taipei
贊助「擁抱青春」新新人類勁舞大賽 Sponsored Embrace Youth New Generation Dance Contest	2/14, 2/21	台北 Taipei
第三屆家樂福「精打細算」稅務諮詢服務 The 3rd Annual Tax Consulting Service	2/21, 22, 28, 3/1	全省 Nationwide
贊助金聲雲音樂會 Sponsored Prof. Chang-Yun CHEN Recital	3	國家音樂廳 National Musical Hall

活動名稱 Activity	時間 Date	地點 Place
贊助全國大專院校校園普立競獎 Sponsored the Campus Public Award	3/15-5/30	台北 Taipei
贊助「飛躍21世紀 - 跨世紀許願暨聲隆活虎演劇會」 Sponsored as Welcome the Upcoming 21st Century Concert	3/21-4/25	屏東 Ping Tung
新休閒主張 - 關懷青少年巨星演劇會 New Recreational Proposal Youth Concert	4/4	台中 Taichung
第二屆家樂福創意寫生vs歡樂有禮秀 The 2nd Annual Carrefour Puppet Show vs. Drawing Contest	4/26	高雄 Kaohsiung
贊助「舞出青春 - 樂在工作」 Sponsored Show Youth Enjoyed Your Works	5/23	高雄 Kaohsiung
第二屆家樂福創意寫生vs歡樂有禮秀 The 2nd Annual Carrefour Puppet Show vs. Drawing Contest	5/24	台北 Taipei
明華園歌仔戲團演出 - 濟公活佛 Min Hwa Yuan Folk Opera	5/30	中壢 Chung Li
新休閒主張 - 關懷青少年巨星演劇會 New Recreational Proposal Youth Concert	6/13	台北 Taipei
贊助6家婦女機構 - 巧克力義賣所得 Charitable Charity Sales	6/13	台北 Taipei
家樂福夏日撰文 - 家家有本不一樣的經 Summer Story Essay Contest - Every Family Has It's Own Story	6/1-7/15	全省 Nationwide
贊助台中市街頭三對三籃球活動 Sponsored 3 on 3 Youth Basketball Contest	4/7	台中 Taichung
1998青春節路 - 直排輪鞋環台接龍活動 1998 Youth Path - It Live Skating Around Taiwan Island and Formed in a Dragon	7/31-8/2	全省、台北 Nationwide
家樂福捐血運動 Carrefour Blood Donation Movement	8/15-8/23	全省 Nationwide
贊助法國巴黎舞蹈四重奏 Sponsored France Quartet de Flute Performance	9/7,9/10	台北、桃園 Taipei, Tao Yuan
1998第二次董事會 (第一屆第五次) 2nd Board Meeting of 1998	9/8	台北 Taipei
新休閒主張 - 第三屆家樂福台北國際路跑運動 New Recreational Proposal - The 3rd Annual Carrefour International Road Running	9/20	台北 Taipei
1998年第一輯簡介出版 Publication of the 1st Volume of 1998 Brochure	9	全省 Nationwide
樂采月搖擺 - 中秋戶外爵士音樂會 Swing the Moon Festival Jazz Concert	10/5	台北 Taipei
贊助關懷青少年三對三籃球賽 Sponsored 3 on 3 Youth Basketball Contest	10/10	桃園 Tao Yuan
贊助「寒風畫涼山」畫展 The Cool Mountains Art Exhibition	10/10-10/25	家樂福汐止賣場 Carrefour Hsi Chih Store
常春國際民俗藝術節配合活動 - 明華園 - 醉丁山傳奇 Min Hwa Yuan Folk Opera	10/27	新營 Hsin Ying
贊助老人關懷表演大會 Sponsored Modern Old People	10/28	台中 Taichung
贊助1998台灣國運 Sponsored 1998 Athletic Meet	9/1-10/31	台南 Tainan
贊助「東北烏華籍古蹟越野競賽」 Sponsored Taiching Historic Trail Cross Country Race	11/1	宜蘭 Yi Lan
贊助1998台北國際聾人保齡球錦標賽 Sponsored 1998 International Deaf People Bowling Contest	11	台北 Taipei
明華園歌仔戲團演出 - 濟公活佛 Min Hwa Yuan Folk Opera	12	五甲 Wu Chia

# 歷年大事記

## 1997大事紀 1997 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會頒發文建會第一屆文聲獎「銅獎」 Carefour received Bronze Trophy in the 1st Annual Wen Hsin Award		
活動名稱 Activity	時間 Date	地點 Place
第二届家樂福「精打細算」家庭帳稅諮詢服務 The 2nd Annual Tax Consulting Service	2/22,2/23,3/1,3/2	全省家樂福賣場 Nationwide
「從影像中讀台灣音樂史」台灣音樂史照片展 Study of Taiwanese Music History Through Photo Collections	1/20-2/10	台中家樂福大墩賣場 Carefour Ta Tun Store
活動名稱 Activity	時間 Date	地點 Place
1997第一次董事會（第一屆第二次） The 1st Board Meeting of 1997	2/26	台北 Taipei
「從影像中讀台灣音樂史」台灣音樂史照片展 Study of Taiwanese Music History Through Photo Collections	2/24-3/15	高雄家樂福愛河賣場 Carefour Love River Store
第一屆家樂福小畫家寫生比賽 vs. 兒童布偶秀 The 1st Annual Carefour Children Drawing Contest vs. Puppet Show	4/6	高雄澄清湖 Cheng-Ching Lake at Kaohsiung
第一屆家樂福小畫家寫生比賽 vs. 兒童布偶秀 The 1st Annual Carefour Children Drawing Contest vs. Puppet Show	4/13	台北大安森林公園 Ta An Park at Taipei
「從影像中讀台灣音樂史」台灣音樂史照片展 Study of Taiwanese Music History Through Photo Collections	4/10-5/4	台南家樂福中正賣場 Carefour Chung Cheng Store
家樂福小畫家寫生作品巡迴展 Tour Exhibition of Carefour's Junior Artist Drawings	5/20-6/30	台北、高雄 Taipei, Kaohsiung
家樂福私廚菜烹飪比賽 Carefour Cooking Contest	6/1-7/15	全省 Nationwide
1997年第一輯簡介出版 Publication of the 1st Volume of 1997 Brochure	7/1	全省 Nationwide
家樂福私廚菜烹飪決賽 Final Contest of Carefour Cooking Contest	7/26	高雄家樂福愛河賣場 Carefour Love River Store
第二屆「我爱我家」攝影比賽 The 2nd Annual "My Sweet Family" Photo Contest	6/20-9/15	全省 Nationwide
明華園歌仔戲表演~李清斬龍 Min Hua Yuan Folk Opera	8	台北 Taipei
1997青春開路—直拼輪刀環台創紀錄 1997 Youth Path—Breaking the Record of In-line Skating and Skating Relay through	8/1-8/3	全省 Taiwan Nationwide
1997年第二次董事會（第一屆第三次） The 2nd Board Meeting of 1997	8/7	台北 Taipei
明華園歌仔戲表演~李清斬龍 Min Hua Yuan Folk Opera	9	嘉義 Chiayi
家樂福捐血運動週 Carefour Blood Donation Movement	8/21-8/29	全省 Nationwide
明華園歌仔戲表演~八仙傳奇 Min Hua Yuan Folk Opera	10	屏東 Ping Tung
為反毒而跑—第二届家樂福路跑活動 The 2nd Annual Carefour Anti-Drug Road Running	10/10,10/12	台中、台北 Taichung, Taipei
1997年第二輯簡介出版 Publication of the 2nd Volume of 1997 Brochure	12	全省 Nationwide

## 1996大事紀 1996 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會正式成立 Carefour Cultural and Educational Foundation was Formally Established	2	台北市 Taipei City

活動名稱 Activity	時間 Date	地點 Place
贊助救國團「再造蝴蝶王國」保育運動 Sponsor "Rebuild Butterfly Kingdom"	3	全省 Nationwide
贊助「新莊藝文季」輔仁大學法文系戲劇演出 Sponsor Hsin Cheng Cultural Season	3	台北縣 Taipei County
第一屆家樂福「精打細算」報稅諮詢服務 The 1st Annual Tax Consulting Service	3/16-3/24	全省家樂福 Nationwide
「文化之寶」明華園歌仔戲演出-劉金蓮瓜 Min Hwa Yuan Peking Opera	4/11	高雄 Kaohsiung
1996年第一輯簡介出版 Publication of the 1st Volume of 1996 Brochure	4	全省 Nationwide
「濃情蜜意」家庭系列講座I-新結婚運動 Precious Moments-Felicitous Family Lecture I	5/5-5/11	全省六縣市文化中心 Nationwide
贊助新店淨山活動 Sponsor Hsin Dian Clean Mountain Activity	5	台北縣 Taipei County
「智慧與人生」公益系列演講 "Wisdom and Life" Lecture	5	高雄 Kaohsiung
1996第一屆董事會(第一屆第一次) The 1st Board Meeting of 1996	5/15	台北市 Taipei City
1996中華奧運加油海峽 1996 Chinese Olympic Cheering Poster	5-6	全省 Nationwide
「我爱我家」全國攝影比賽 My Sweet Family Photo Contest	6-9	全省 Nationwide
贊助新店福壽舞台活動 Sponsor Hsin Dian Fu-Yuan Stage Events	7/20-12/31	台北縣 Taipei County
「邁向未來」家庭電腦教室 Striding Towards Computer Class	7/20-12/31	桃園、南投 Taoyuan, Nantang
「濃情蜜意」家庭系列講座II-情愛危機 Precious Moments-Felicitous Family Lecture II	8/4-8/18	全省六縣市文化中心 Nationwide
「回心轉意」家居安全運動 Cautious Prevention Fire Fighting and First Aid	8/31-9/14	台北、台南 Taipei, Tainan
贊助新店「玫瑰環深情」活動 Sponsor Hsin Dian Roses Environment Protection	9	台北縣 Taipei County
贊助台灣省豫劇推廣協會 Sponsor Taiwan Chinese Opera Promotion Association	9	台北 Taipei
贊助「敬老陸鄉慶中秋」親子聯歡大露營活動 Sponsor Moon Festival Camping Event	9	台北市 Taipei City
「濃情蜜意」家庭系列講座III-海峽兩岸共舞 Precious Moments-Felicitous Family Lecture III	11/3-11/8	全省六縣市文化中心 Nationwide
第一屆「為兒童幸福而跑」路跑活動 The 1st Annual Carefour Road Running	11/10	台中 Taichung

## 2003大事紀 2003 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福送暖 百萬人生-愛心義賣會 Carefour Winers' Charity Donation	1/18	台北 Taipei
2002年簡介出版 Publication of 2002 Brochure	2	全省 Nationwide
家樂福兒童藝術季-畫壇藝術展 Carefour Children's Art Festival--Art Exhibition	3-12	全省賣場 All Carefour stores in Carefour Store
家樂福兒童藝術季-魔幻嘉年華 Carefour Children's Art Festival--Magic Carnival	3/29,3/30	全省賣場 All Carefour stores
家樂福送暖 愛心捐贈 Carefour Winter's Charity Donation	3	全省 Nationwide
金雞救助和平醫院抗SARS Sponsor Hoping Hospital to Fight Against SARS	4	台北 Taipei



# 歷年大事記

活動名稱 Activity	時間 Date	地點 Place
和平醫院重新開幕路跑 Road Running for the New Beginning of Hoping Hospital	4	台北 Taipei
贊助92年全運-金山馬拉松 Sponsor 2003 National Athletic Game—Jin Shan Marathon	4/20	台北縣 Taipei County
國際風箏節 International Kite Festival	9	台北縣 Taipei County
花卉博覽會 The 2003 Taiwan Flower Show		台北 高雄 Taipei Kaohsiung
贊助92年全國運動會 Sponsor 2003 National Athletic Game	10	台北縣 Taipei County
家樂福史達弟夏令營 Carrefour Learning Camps	11	全省農場 Taipei County
2003台北國際馬拉松 2003 International Marathon	12/21	台北 Taipei
家樂福聖誕慈善會 Carrefour X'mas Charity Activity	12/25	台北 Taipei

## 家樂福文教基金會2004活動看板 Carrefour Foundation 2004 Event Planning

活動名稱 Activity	時間 Date	地點 Place
藝術巡迴-泰妮娃娃時髦髮力典藏展 Art Gallery-Tyler Doll Collection	1-12	全省 Nationwide
藝術巡迴-珍愛泰迪百年典藏展 Art Gallery-Teddy Bear Collection	5-12	全省 Nationwide
贊助2004國際金石馬拉松比賽 Sponsor 2004 In-shi International Marathon	4	台北 Taipei
藝術巡迴-重裝上陣世界軍事暨機車模型展 Art Gallery-The heavy-duty Show of Weapons and Motorcycle	1-7	全省 Nationwide
家樂福路土行用藝端端排輪製賽活動 Carrefour Skating Activity	6	台北 Taipei
六月環保月-美化新世界園遊會 Environmental Protection Month	6	台中 高雄 Taichung Kaohsiung
家樂福一日義工活動 Carrefour One-Day Volunteer Activity	6	全省 Nationwide
家樂福親子夏令營活動 Carrefour Summer Camps	7-8	全省 Nationwide
2004台北國際龍舟錦標賽 2004 Taipei International Dragon Race Championship	6	台北 Taipei
贊助第七屆中華人壽保險路跑賽 Sponsor the 7th Kao-Hsu Insurance Co. Road Running	4	台北 Taipei
贊助2004國際奧林匹克萬里翡翠海岸上長泳活動 Sponsor 2004 International Olympics long time swimming Activity	6	台北 Taipei
贊助2004國際奧林匹克海洋嘉年华 Sponsor 2004 International Olympics Ocean Carnival	6	台北 Taipei
家樂福-幫幫伊-萬件衣衣-換便宜義賣會 Carrefour Clothes Charity Sale	4	台北 Taipei
贊助伊甸基金會愛心紅BRA-送衣到臺北活動 Sponsor Eden Foundation's Activity	6	台北 Taipei
藝術巡迴-小西園劇團 Art Gallery-Nixosyuan Theater Puppet Show	7-12	全省 Nationwide
高雄七夕來浴鹽河活動 Valentine's Day Activity at Love River	8	高雄 Kaohsiung
贊助百萬聚樂步全國健走活動 Sponsor National Walking Activity	7-10	全省 Nationwide
台北建城120週年慶活動 Celebration of Taipei City's 120 anniversary	12	台北 Taipei

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