

2004 Annual Report

Carrefour

Carrefour Foundation 家樂福文教基金會

家樂福

# 目錄



基金會的使命與願景  
Mission and Visions of the Foundation 02

肯定與鼓勵  
Approval and Encouragement 04

文化藝術  
Culture and Arts 06

關懷環保  
Care for Environment 20

社區親子活動  
Community and Parents-Child Activity 30

愛心慈善  
Charity 38

體育  
Sport 48

董事會組織  
Organization 60

2005年活動看板  
2005 Event Planning 61

歷年大事紀  
Chronicle 62

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編輯Editor / 陳永梅May CHEN 鄧志芸Carol TENG 陳智盛Henry CHEN

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地址Address / 台北縣淡水鎮民權路27號後棟3樓3P, Back Building 27, Min-Chuan Rd., Tam Hsui, Taipei 251, Taiwan, R.O.C

電話Tel / (02)2809-8220

傳真Fax / (02)2808-3606

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

E-Mail / [fdation@carrefour.org.tw](mailto:fdation@carrefour.org.tw)



Missions and Visions of the Foundation  
基金會的  
使命與  
遠景

以文化灌溉人群，用愛心溫暖社會。  
Cultivate the crowd with culture, bring love to the society.

家樂福文教基金會自1996年成立至今，九年來為推廣並舉辦各項文化藝術活動，與民眾分享生活藝術概念，並積極關懷民俗藝術，將傳統文化與時尚藝術交融，帶來新的交流場地和創意來源，以期提升台灣文化生活之精緻與品質。

Carrefour Cultural and Educational Foundation has been promoting and holding cultural and art activities to share the concept of the art of living with citizens, actively paying attention to folk art, and integrating traditional culture and fashion art to create new venue for interaction and the source of creativity in hope of improving the quality of Taiwan's life of culture.

## 不問收成，只是用心

Make the efforts regardless of harvest.

從農業社會以物易物到現今網路e化的生活，簡化了人與人之間互動的過程，熱情澎湃的內心情感，無法再由握手言歡相互擁抱中，完全的表達釋放；缺少情感的撞擊，純靠透過藝術、文化，一點一滴牽引情感的觸動，與文化藝術的推展，是家樂福文教基金會長久以來持續的回饋行動；一路走來，家樂福文教基金會感謝政府機關及各界的支持，我們將永不止息地結合各界的力量，來扶持我們關愛的這片土地；也希望認同我們的朋友繼續給我們支持，與我們一同努力。

深盼藉此拋磚引玉，喚起更多社會大眾及企業一起來共襄盛舉、集腋成裘，共同為提昇社會文化水準、提倡全民健康盡一份力，共同成長。

Moving from agricultural society life of trading goods and service without using money to e-life nowadays, interaction between people has been simplified. People can't release feelings through hugging, shaking, and speaking, due to the lack of emotional interaction, art and culture is required to affect people's emotions. Promotion of culture has been how the Carrefour Cultural and Educational Foundation devotes to community. Carrefour Cultural and Educational Foundation appreciates sponsor of government and all walks of life, and we will certainly consistently unify forces from all walks of life to take care of our earth. It's hoped that fellows who acknowledge us will constantly support us and always be on our side.

It's deeply hoped to throw out a minnow to catch a whale will evoke more citizens and enterprises to join us to improve the quality of social culture and all people's health.

# 肯定與鼓勵

## Approval and Encouragement

### 文藝社會，馨香處處

行政院文建會「第七屆文馨獎表揚活動」，於93年11月16日在台北圓山飯店敦睦廳完成頒獎儀式。家樂福文教基金會今年再度獲得文馨獎金獎，對成立九年的「家樂福文教基金會」而言，不僅肯定了基金會在藝術文化的推廣及教育所做的努力，更加鼓舞我們繼續秉持對自我的一貫要求，以及回饋社會的熱誠，在落實本土文化及推動藝術生活上繼續努力。

### 感恩社會，回饋真心

家樂福文教基金會藉此機會感謝所有鼓勵及幫助我們的朋友，我們期許自己能回饋社會，然而社會祥和善良風氣的實現，更需要大眾共同努力，家樂福文教基金會期許自己是參與耕耘的一份子，更希望自己的積極參與，能拋磚引玉吸引更多的朋友加入關懷社會的行列。

我們將繼續為我們一起生存的土地而努力，為我們社會營造溫馨祥和、欣欣向榮的面貌！更期待各界持續給我們鞭策與指導。



家樂福文教基金會榮獲第七屆  
文馨獎最高榮譽的金獎

Carrefour Cultural and Educational  
Foundation was the seventh winner  
of top Wenxin Award

### A Society of Culture and Arts; Flower Fragrance Everywhere

On November 16, 2004, "The 7th Win-Hsin Award" was held by the Council for Cultural Affairs, the Executive Yuan of the Republic of China, in the International Reception Hall of The Grand Hotel. Carrefour Cultural and Educational Foundation was once again awarded with Win-Hsin prize this year, which, to the Foundation that has been established for 9 years, has positively confirmed the effort put out by the members of the Foundation in promoting culture and arts. In other words, this award has not only inspired the entire staff who strictly discipline themselves, but also encouraged us to continue the effort and enthusiasm to reciprocate the society and promote the local culture and arts.

### Feel Grateful to Society and Reciprocate with Sincerity

Carrefour Cultural and Educational Foundation would like to use this opportunity to thank all our friends for being so supportive. We hope to be able to reciprocate the society. The realization of a harmonious society with well-disposed ethos requires efforts from every member in the society. The Foundation regards itself as a member of the group that works hard to bring about a better society. We hope that our participation in managing a better society will bring more people on board.

We will continue to work hard for the land where we live, and to create a prosperous society that has a warm and harmonious atmosphere. To continue improving Carrefour, we welcome opinions and suggestions from all of you.



行政院副院長蕭萬長代表總統及行政院長到場向獲獎者頒發文藝獎基金會表達褒賞之意

The Vice Premier Chu-lin Yen and the Premier Visited the Carrefour Cultural and Educational Promotion and Brought her best wishes



行政院文建會「第七屆文藝獎表揚活動」，於11月18日在台北圓山大飯店敬禮廳完成頒獎儀式。行政院副院長蕭萬長代表總統及行政院長到場向獲獎者表達褒賞之意，並贈與「藝文之鐘」，象徵社會各界對台灣藝文環境的重視與支持。

Council for Cultural Affairs Executive Yuan held the "Seventh Women Award Awarding Ceremony" at the Grand Hotel on November 18th. The Vice Premier Chu-lin Yen visited on behalf of the President and the Premier to congratulate each award winner and ring the "Bell of Culture" to symbolize support from all walks of life to Taiwan's culture and art circle.

# 文化藝術

Culture and Arts

在家樂福邂逅藝術，找到愉悅的幸福

透過藝術品的呈現，你我的交會與互動、對比的意象，將你我的風貌與時空之間交會的瞬間，展開前所未有的美麗邂逅

放慢您的腳步，欣賞一下藝術

家樂福文教基金會以藝術區的模式，結合文化設施、藝術活動，延伸到賣場中，希望民眾從賣場中體驗藝術，與作品互動，讓藝術生活化，生活藝術化！

家樂福賣場形成一個生活藝術區，讓「人人都參加、處處是舞臺」身歷其境的體驗達到愉悅、心境跳脫、教育及美學的境界。

透過這家家樂福藝術區的輻射作用，配合其他落腳於社區的藝術，讓每一輛走進家樂福的大小朋友，恣意徜徉於各種藝術之間，可以激發國際性的創作、本土藝術大師的創作，並能從中去感受藝術與心靈的悸動，為每一位觀賞者灌注藝術氣息。

走進家樂福，將美好觀念放在生活秩序中，與民眾分享生活藝術概念。

藝術不只在畫廊、美術館，它也悄悄進駐到我們的賣場裡。在每一天，向迎面而來的人群大聲說Hi！

Encounter Arts in Carrefour and Find Yourself Cheerful Happiness

The display of artwork, the encounter and interaction of

you and me, the impression of contrast in art and people will be intertwined to sparkle the moment when the beautiful journey of a colorful life begins.

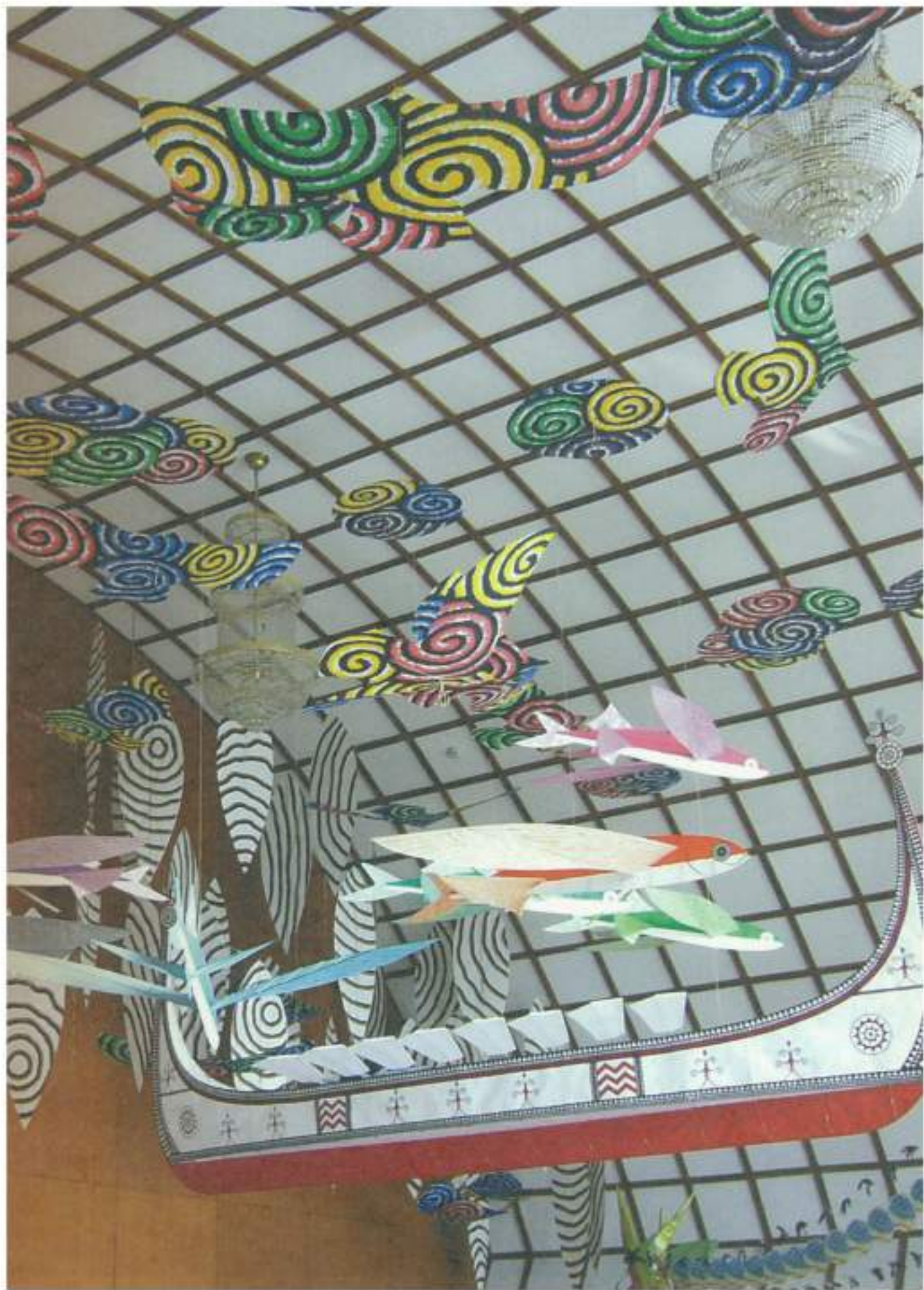
Slow Your Pace and Take a Look at Arts

Carrefour Cultural and Educational Foundation has combined cultural facilities with art fairs by creating an art area which is now located in each of its warehouse stores. By doing so, it hopes to enable customers to experience arts and interact with arts. Its ultimate goal is to bring arts to everyday life and to make everyday life artistic.

Guided by the company goal, "Everyone takes part in the play and the store is found everywhere," Carrefour has created an area of "arts of life" in each of its warehouse stores, where customers are expected to have the most pleasant and home-like shopping experience that is also educational and aesthetic.

Aside from the artwork displayed in the community, the provision of an art area in each Carrefour store will have every adult or young kid that walks in immersed in the great atmosphere of arts. Customers will be presented with numerous instructional masterpieces or creations of local artists. They will be able to experience the palpation of heart for art, and gain good taste for artwork. Walk into Carrefour and Live an Orderly Life fulfilled with Beautiful Concepts. We Share the Beautiful Concepts of Arts in Life with Our Customers.

Art has no longer only existed in galleries or art museums. It has quietly and secretly snuck into each of our warehouse stores. On each day, say "Hi" our loud to the people who are walking towards you.





## 家樂福藝術迴廊

### 邂逅美麗 徜徉藝術

在家樂福，看見了美國紐約第七街的泰勒娃娃。

在家樂福，擁抱到風靡全球的泰迪熊。

在家樂福，目睹台灣最具號召力的古典精緻布袋戲團  
小西園掌中劇團。

您準備好與家樂福來一場美麗的藝術之約嗎？

家樂福像一枚正要開花結果的田園，藝術的花朵處處綻放，文化的果實處處可尋。為了實現這些理想，家樂福文教基金會在賣場提供活動訊息與親子互動空間，以柔軟心靈鑄發人與人之間的感情，提供藝文資源；同時也積極的參與各種國際性的文化交流或是藝術節等活動，創造一個有活力、有希望、有愛的家樂福大家庭。

#### 藝術生活化，生活藝術化

台灣的豐富文化不僅止於過去，每一年家樂福文教基金會所介紹的某一個面向，所要呈現的是立足於傳統與現代兼融，如真愛泰迪百年典藏展、泰勒娃娃時尚魅力典藏展，呈現的是東西文化並蓄上的平衡點，時下潮流的精緻藝術；推介台灣蛻變的文化樣貌，以傳統戲劇、文化薪傳等根基為素材者，如小西園掌中戲團戲偶展，體認藝術不但是對鄉土的情懷，更是世界共通的語言。



# Encounter Beauty; Get Immersed in Art

In Carrefour, you get to see Tyler Doll from the Seventh Avenue of New York, America.

In Carrefour, you get to hold a worldly famous Teddy Bear in your arms.

In Carrefour, you get to watch Taiwan's most attractive classic glove puppet show presented by Hsiao Hsi Yuan Puppet Troup.

Are you ready for a beautiful date of art with Carrefour?

Carrefour is like a garden filled with blossoming flowers of art as well as fruit of culture. In order to create an art gallery in Carrefour, Carrefour Cultural and Educational Foundation set aside a space in the store to provide event information regarding art and culture for parents to interact with their kids. By doing so, we hope to enrich living spirits and enhance the relationships among people. We will also aggressively take part in various international events, such as cultural exchange or art festivals, to create a big Carrefour family that generates energy, hope and love.

Make Full use of Art in Life and Light up Life with Art

Taiwan has nurtured a wild spectrum of cultures since old times. Each year, Carrefour Cultural and Educational Foundation introduces certain aspect of art to its customers, so as to demonstrate a fine combination of tradition and modern age. For instance, it held the exhibition of Teddy Bear that had had one hundred years of history since created, as well as the exhibition of Tyler Doll, to show the balanced co-existence of eastern and western cultures. The Foundation has not only promoted the delicate art that is worshiped as a fashion, but also highly recommended traditional art and drama, such as the glove puppet show of Hsiao Hsi Yuan Puppet Troup. Your appreciation for art will not only show your affection for our homeland, but also function as a universal language to communicate with all other human beings.

# 珍愛泰迪

## 百年典藏展

### Teddy—Classic Exhibition of One-hundred-year Collection



#### 泰迪熊TEDDY BEAR幸運之神

泰迪熊之所以能歷百年而不衰，甚至能以四千八百多萬台幣的高價在蘇富比拍賣場拍賣，最重要在於其所象徵的精神。當時這隻小熊正面臨死亡，貴人的出現使他能否極泰來，彷彿有了另一個新生命般的重生。這告訴我們，只要有生命的存在，就有希望。只要我們肯努力，就會有實現理想的一天！

#### 泰迪熊100歲！400隻熊熊家樂福可愛點召

適逢泰迪熊問世百年之久，家樂福文教基金會特別邀請德國Stieff金耳釦泰迪熊台灣總代理「辰曜股份有限公司」、泰迪森林股份有限公司與知名泰迪熊收藏家李運男先生共同舉辦「珍愛泰迪熊·百年典藏展」，展品匯集了美國、英國、德國等地的私人珍藏泰迪熊約六十隻。其中除了全球限量發行一千五百組的德國金耳釦「福、祿、壽」熊系列外，還有限量的羅密歐與茱麗葉音樂組、戴安娜王妃紀念熊，不但結合了傳統與創新的設計，更充滿濃濃的中國味。且每隻熊都擁有自己獨一無二的德國金耳釦限量編號，並附有證書。展品內容豐富，要讓大家一起分享這一個世紀的溫馨！

希望已風靡歐美長達一世紀的泰迪熊，飄洋過海來到台灣家樂福，繼續散發他的魅力，讓台灣民眾感受泰迪熊的溫暖與趣味。

#### Teddy Bear the Gold of Fortune

The reason why Teddy Bear has been popular for one hundred years and was even auctioned at the price of NT 48 million dollars at Sotheby's auctions is the spirit it represents. At that moment this bear was dying, but someone came along and all good things came to an



隻這熊可愛的笑臉以及溫暖的觸感帶給人們帶來快樂，而且想買立即擁抱它，無論是一隻熊的擁抱或是一隻熊具備的部份就是觸動人們心中最真摯的感動。

Teddy bear's smiles face and warm sensation always bring joy to people who want to own it right away. No matter how much each bear worth, the most value part is that it touches people's heart.

end; it seems like rebirth of another new life. Thus we learn that as long as life goes on there will be hope; as long as we work hard, dream will come true someday!

### Teddy bear turns 100 years old! 400 Teddy bears gather in Carrefour.

Upon Teddy bear's one-hundred-year anniversary, The Carrefour Cultural and Educational Foundation invited City Ltd. Inc. that carries Stieff Teddy bear, Teddy Forest Ltd. Inc., and well-know Teddy bear collector Jian-nan Lee to hold "Classic Exhibition of One-hundred-year Collection" that was a gathering of 60 Teddy bears of private collectors in the States, U.K., and Germany. In addition to 1500 sets of limited edition of "Luck, Fortune, Long-life" series Stieff Teddy bears, there were limited edition of Romeo and Juliet music bears and Princess Diana bears. The design wasn't only a combination of tradition and innovation smacking of Chinese style, but each bear had own Stieff number of limited edition and a certificate. This rich exhibition invited everyone to share the warmth of this century!

It's hoped that Teddy bear that has been popular for a century in Europe and the States can continue appeal to Taiwan people and have them experience warmth and fun of teddy bear in Carrefour.



泰迪熊在國外，一直深受廣大小朋友的喜愛，已成為許多家庭新的裝飾手法，可以間接了解獨特的社會生活風貌。

Teddy bears have been adults' and children's favorite overseas; many designs of Teddy bear could disclose social trend at that time.



「家樂福印學館這期古仔共賞展」匯集了自1902年到2004年典藏的泰迪熊，讓民眾有機會可以感受它的魅力及珍貴之處。

"Classic Exhibition of One-hundred-year Collection" collected classic Teddy bears between 1902 and 2004 to allow citizens to feel its charm and lovely traits.

# 泰勒娃娃

Tyler Doll Fashion Exhibition

時尚魅力典藏展



欣賞泰勒娃娃，即是心領神受了一切美的元素

洋娃娃伴隨著許多女孩們長大，流行服飾界中，強調依照真人縮小四分之一比例雕塑而成的泰勒娃娃，她身上穿的可都是設計師的服裝，她是美國紐約第七街極具知名度的服裝設計師「泰勒」，每款娃娃們身上所穿的時尚服裝，經常成爲是流行服飾界的發燒話題，因而有「時尚娃娃」稱號。

這些娃娃有小腹，強調真人比例之外，不管從哪個角度看，前凸後翹的真實感，扭一扭，動一動，精巧的活動關節，擺什麼pose都難不倒，倒是要幫娃娃穿上泰勒親自設計的服裝，光綁靴子的鞋帶就不容易；爲

收藏者帶來親切感和多變化的樂趣。

不僅吸引一般消費民衆前往觀賞，更因爲真人真事爲故事背景，所雕塑而成的一系列收藏娃娃作品；更吸引了台灣許許多多專業服裝設計師與模特兒以及精品收藏家紛紛前往觀摩鑑賞，時尚娃娃的魅力不言可喻。

## 體驗另一種購物樂趣與心靈饗宴

台灣首見以賣場優雅完備的購物空間，結合世界頂級的玩具娃娃展覽活動，依照真人比例縮小雕塑而成的另類時尚風情；穿著首映典禮、記者會、游泳池畔等不同場合的服飾，比真實的好萊塢明星還美；穿著各式主題的服飾，包括代表印加文化、印度、中國、法國、埃及、愛爾蘭等國的多款泰勒娃娃；穿著傳統服飾，群眾的角落，彷彿公主們的跨國派對。

在家樂福的賣場藝術週廊，這些娃娃代表的是一種回憶與渴望，活靈活現地呈現出一個幻想世界。



泰勒娃娃讓娃娃的時尚課程「玩具」的標籤，進而「藝術品」、「精品」之列。

Tyler dolls help dolls discard the role of "toy" and step into "artwork" and "quality merchandise."

Appreciating Tyler dolls is experiencing every element of beauty.

Many girls grew up with company with a doll. In the world of fashion design, Tyler doll that is one forth of a real person dons designer's clothing and is designed by acclaimed fashion designer Tyler. Many of themes for dolls' outfits often are the hottest topic among the fashion design world, so it's also nicknamed "fashion doll."

These dolls have tummy and are designed proportionally as a real person; viewed from different angles, they still have a lovely figure. With delicate active joints, no matter how you twist them won't be a problem; however, it will be a task to put clothes designed by Tyler or to tie their shoelaces—this bestows kindness and variety on collectors.

The average customers paid a visit to them is more possibly because of a series of dolls designed based on true stories; many professional fashion designers and models also went to appreciate and observe them—fashion dolls' charm is beyond description.

Experience another fun of shopping and a spiritual festival

This is an unprecedented shopping mall with graceful facility combined top-caliber doll exhibition. Their offbeat fashion designed proportionally as a real person and outfits for different occasions such as premier, press conference, swimming pool is even more stunning than Hollywood stars. Outfits of different themes representing Inca, Indian, Chinese, French, Egyptian, Irish cultures for different Tyler dolls are like princesses attending an international party in their traditional outfits.

In Carrefour gallery of art, these dolls embody memory and hankerings in a fantasy world.



泰勒娃娃是以美國知名服裝設計師泰勒為原型精心設計出來的，按真人比例縮小1/4，不論從哪個角度欣賞，都繪畫得真無誤。

Based on true stories, Tyler doll that is designed by acclaimed fashion designer Tyler being one fourth of a real person's size, it's real no matter how you look at it.



吸引不少顧客的目光及駐足仔細觀賞。

Tyler dolls caught many customers' eyes and had them stop by.

# 小西園

## 掌中劇團戲偶展

### The Hsiao Hsi Yuan Puppet Theatre Puppet Exhibition



#### 桂冠加冕，海外名揚

「小西園」成立於民國二年，已有九十年的歷史。由於演技精湛紮實，唸白古雅優美，各界一致讚揚下，由鄉村野台進入到城市劇院和學街殿堂，更進一步拓展到國際舞台之上。近三十年來，「小西園」屢獲地方戲劇比賽的首獎，並應邀參加文建會舉辦的民間劇場、亞太偶戲展、文藝季等演出，以及在大專院校作示範性的展演。除了在國內屢獲殊榮，「小西園」也多次應邀赴海外演出，近十餘年先後出國展演卅餘次，足跡遍及五大洲重要國家。這些海外演出均深獲中外人士一致的好評，建立起良好的聲譽，對於發揚台灣傳統藝術和促進國際文化交流，小西園誠可謂最稱職之文化大使，功不可沒。



頭部決定了人物的角色和性格，現場陳列展示，可讓民眾對古典布袋戲偶有更進一步的認識。

The head of a puppet determines role and personality of a character. Exhibits on display allow citizens to have a better understanding of classic hand puppets.

#### 台灣藝術之美「布童凡響」

在傳統布袋戲逐漸消逝的現代社會，「小西園」的鑼鼓布袋戲無疑是傳統文化的活教材。為了翔實記錄許王掌中戲的精緻典雅，我們邀請小西園掌中劇團製作之精緻古典布袋戲偶，以靜態櫥窗展示現代與傳統並陳的台灣偶戲劇場，展示了傳統布袋戲偶的製作過程及衣物，民眾在此可以感受布袋戲的另一種靜態之美，為研究民間藝術盡一份心力。

#### International Fame

Founded in 1913, Hsiao Hsi Yuan Puppet Theatre has a history of 92 years. With dramatic performance and graceful lines, the acclaimed Hsiao Hsi Yuan has leaped from rural states to urban theaters, academic institutions, and even international stages. In more than thirty years, "Hsiao Hsi Yuan" has reaped top awards in

regional play contest, taken part in Council for Cultural Affairs' civil theater, Asian and Pacific puppet exhibition, and Festival of Culture and Arts, demonstrated in colleges. In addition to reap awards on the island, "Hsiao Hsi Yuan" have been invited to perform overseas; in a decade, "Hsiao Hsi Yuan" has been performing more than thirty times on foreign stages on five continents. Its performance is critically acclaimed and earns honorable fame; "Hsiao Hsi Yuan" is given credit for foster interaction between Taiwanese traditional arts and international culture thus is the most qualified cultural ambassador.

#### The Beauty of Taiwanese Arts "Puppet Theatre"

In modern society traditional puppet art has been getting out of date, "Hsiao Hsi Yuan" puppet show is clearly live material for traditional culture. In order to preserve Hus Wang's delicate and classic hand puppet show and devote themselves in research of folk arts, we invited the Hsiao Hsi Yuan Puppet Theatre to craft delicate classic puppets and exhibited them and procedure in the Taiwan Puppet Theater where infuses modern and traditional elements in hope that citizens can experience serene beauty of puppet shows.



傳統的布袋戲樣，出類拔萃，活像一個小型宮殿。

A traditional puppet show is as majestic as a small palace.



色繪絢麗，連眉石也畢畢有型，細節發亮，型體壯之，活顯十足，神氣活現。

They are delicately painted, over strap of hair of eyebrows is portrayed. As a whole, they look vivid and authentic.





台北縣石門國際風箏節

## 石門箏精彩

Taipei County International  
Kite Festival

風箏是一種結合藝術、運動、民俗技藝、以及科學性的活動，非常適合全家人共同參與，而石門鄉地處北海岸風景線的中心，依山傍山，沿海沙灘地的風力十足，在夏、秋兩季都很適合放風箏，所以台北縣政府希望將此一特點，發展為石門的文化特色，藉以帶動觀光休閒產業，而一直回饋社會為己任的家樂福，自然是全力協助。



風箏的世界無窮寬廣。不論是展現精巧工藝之美的傳統風箏、賦予想像的趣味風箏，或是物別趣詼諧合作的特技風箏，當風起之際，帶動了這些藝術創作，可以讓人常有驚艷的感受。

The world of kite is boundless, whether it's delicate traditional kite, offbeat funny kite, or acrobatic kite that requires team work, the crowd were always impressed when they flew in the sky.

## 海天一色，萬箏齊飛

「九月九，風吹滿天嘍」，又到了秋高氣爽、適合放風箏的季節，由台北縣政府主辦的石門國際風箏節，邀請來自世界各國及本土的風箏好手表演外，更有刺激的「鬥風箏」競賽，精采的過程，讓人目不轉睛，而家樂福文教基金會特別贊助了帳篷、水、以及雨衣等物資，希望能讓每一位到現場參加活動的民眾，感受現場選手的熱力及活力，重拾赤子之心，欣賞一場風箏的美麗饗宴。

石門國際風箏節一直是整個亞洲地區頗具盛名的活動，主辦單位除了邀請台灣本土知名風箏選手外，更邀請一百四十多位來自四大洲、十二個國家、三十九隊的風箏好手來台做文化交流，將各國的民俗風情介紹給台灣民眾，也將台灣之美介紹出去，希望透過這樣的活動，能讓台灣與世界交流，發光發熱。

## 風之精靈，誰與爭鋒

石門鄉是台灣最北部的鄉鎮，由於風力資源充沛，讓

石門儼然成爲「風箏的故鄉」。波浪滔滔、海風圍繞、藍天白雲當空飄的映襯下，民衆的熱情乘著風箏飛翔。

### Marvelous Kite in Shihmen

Kite is a combination of arts, sports, folk arts, and science, good for family to join together. Shihmen Town is the center of the north shore itinerary in a mountainside neighborhood with gusty wind; summer and fall are suitable for flying kite. Therefore Taipei County government hopes to take such advantage to develop it into Shihmen's cultural characteristic and promote the tourist industry. Carrefour has been taking the initiative to serve communities and will certainly give assistance.

### Tens of thousands of kites flew in bright sky

"September 9th, kite flies in gusty winds." Fall was just around the corner and it's time to fly kite. Taipei County government hosted the International Kite Festival, inviting professional kite flyers from Taiwan and all over the world and holding exciting "kite fight" contest which exciting process caught everyone's eyes. Carrefour Cultural and Educational Foundation donated tents, water, and raincoats in hope that the crowd could feel contestants' heat and vigor and just be childlike when enjoying a beautiful festival of kite.

Taipei County International Kite Festival has been critically acclaimed in Asia. The host invited local well-know kite flyers and kite flyers from 39 teams in 12 countries on four continents for cultural interaction to introduce different folk culture to people in Taiwan and to introduce Taiwanese culture to the world. Hopefully such activity would help Taiwan interact with the world.

### The genie of wind, heaven of kite

Shihmen Town is the northeast town on this island; with its abundant resource of wind, Shihmen clearly has turned into the "home-town of kite." With high waves, sea wind, and bright sky, the crowd's passion flew with kites.



來自世界各地的現代風箏，產出精彩動人的風箏賽會。

Modern God of Wind from all over the world presented an exciting kite festival.



由三聯代福轉送林謙禮特別頒發感謝狀給  
嘉樂福文教基金會以感謝連續三年贊助國際  
風箏節活動的熱心。

Acting Taipei County Commissioner Lin Si-yao presented an award to Carrefour Cultural and Educational Foundation in recognition of its support to International Kite Festival three years in a row.

# 愛在北投藝術 風箏節

## Love in Beitou Art Kite Festival



風箏是一項歷史悠久的戲玩，早已絕不只是孩童手中簡單的小輩玩，家樂福希望透過北投藝術節的舉辦，不但讓市民了解風箏的多樣面貌，更可以豐富當地的文化內涵。

Kite is a toy with history that has been more than a simple toy. Carrefour hopes to help citizens to understand different aspects of a kite and to enrich local culture.

### 「箏」愛天使家樂福 舞動紙鸞樂逍遙

北投藝術風箏節，可說是北投藝術界的一大盛會，更是屬於北投的基層藝文文化活動。而向來致力於回饋社區的家樂福，在這次活動中也沒有缺席，從連續舉辦五年的家樂福親子夏令營為例，家樂福對打造社區新樂園的用心及誠意，因此，對於這項別具意義的社區藝文活動，家樂福以最熱忱的心，邀請大家帶著輕鬆的心情，來北投賞風箏、品嚐溫泉美食，度過一個充滿藝術、童趣的假期。

### 「箏」愛在北投 夢想起飛不是夢

小時候，許多人都會夢想自己變成一隻鳥，能夠在空中自由飛翔，但生活中總不可能長出一對翅膀，於是很多人會將飛翔的夢想寄託在風箏上，讓它帶著夢飛上青天；因此，雖然有人說風箏是童玩、是傳統工藝、或是科學創作，但家樂福更將風箏當作是能滿足人類飛翔幻想、解脫束縛、追求快樂的象徵，就像家樂福一直努力帶給社區民衆的感覺，更希望透過家樂福的參與，每一隻施放出去的風箏，都是滿載著夢想的「箏」愛天使。

Carrefour the Angle of Kite Flying Kite and Have Fun

Beitou Art Kite Festival is a marvelous event in the art world of Beitou and a fundamental art cultural activity;

Carrefour that has been devoted in serving the community wasn't absent from this activity. For instance, hosting Carrefour summer parent-child camp was a clear demonstration of Carrefour's efforts and sincerity. Therefore Carrefour warmly invited everyone to attend this meaningful community art activity; please come to appreciate kites, tasted spring cuisine, and have a holiday of art and children's fun.

#### Love in Beitou Making a dream come true isn't a dream

When young, many people had a dream of being a bird flying freely in the sky; however, it's impossible to grow a pair of wings in reality, so many people can only live up to their dream by flying kite. Therefore, despite kites are believed to be toys, traditional craft or scientific invention, Carrefour sees a kite as something that can make people's dream to fly come true, relieve burden, and a symbol of happiness that Carrefour has been hoping to bring to community citizens. It's also hoped that with Carrefour's participation, each kite flew would be an angle of kite that carries dream.



(中) 台北市副市長俞德耀與(左二)民視副總裁、宏華獨立教會基金會執行長一和蔡茂大會風箏「川流不息」

(Middle) Taipei Deputy Mayor King Pu-Jung and (second from left) Director-general of Civil Affairs Bureau and CEO of Carrefour Cultural and Education Foundation fled kites together.



上千名民眾齊聚台北國立藝術大學，欣賞來自世界各地的風箏，度過一個充滿藝術、童趣的假期。

Many people come to appreciate kites from all over the world in Taipei National University of the Art, and have a holiday of art and children's fun.



臺灣風箏藝術家 邱顯輝老師的大會設計【愛的風箏】

Taiwan kite artist Mr. Chou was designing "A Kite of Love" for this event.

# 關懷環境保

Care for Environment

## 世界環境日，家樂福讓地球活起來

一九七二年六月五日，聯合國於瑞典首都斯德哥爾摩召開人類環境會議，通過了「人類環境宣言」，並決定其後每年此日為「世界環境日」。意在喚起全球人類瞭解環境、重視環境，並以積極的行動保護環境。家樂福文教基金會為了讓民眾能正確地認識環境問題，推廣環境教育，並具備保護環境的知識與技術，樂於在生活中實踐。家樂福文教基金會「讓地球活起來」，選在六月五日「世界環境日」起點，並將六月訂為「家樂福環保月」。

### 以鼓掌的雙手做響應

首先與臺北市政府環境保護局合辦的「打造永續台北城」環保活動，以「健康環保」的角度切入環保生活，將環保、休閒與生態三合一，讓民眾藉由自身的參與體會落實環保的觀念，並陸續在北中南三地舉辦「六月環保月、美畫新世界」環保園遊會，以生態保育為主題，繪畫故事彩繪，將環保觀念一一呈現，達到寓教於樂的效果。另外，發動全網「一日義工」活動，由全網三十二家書場員工化身為一日義工，為各書場鄰近的民眾清理垃圾，以響應世界環境日，與民眾共同建立環保家園。

我們只有一個地球，更只有一個台灣，自己的土地需要靠自己疼惜，讓我們從「心」關懷四時的環境、珍惜現有資源，從「環保」不只是生活哲學，更是生活藝術，我們將齊齊生活得更健康、更快樂、更美好！

## Introduction to Care for Environment

### World Environment Day, Carrefour Revives the Earth

The U.N. held a conference on human environment on June 5th, 1972, and announced Declaration of the United Nations Conference on the Human Environment "" in Stockholm, Sweden; later this day has been designated as World Environment Day to bring an awareness of green issues, environmental education, environmental knowledge and skills. Carrefour Cultural and Educational Foundation revives the earth decided to start from June 5th "World Environment Day" and designated June as "Carrefour the environmental month."

### To Respond with Action

For starter, Carrefour hosted an environmental activity "Shaping a Continuous City of Taipei" with Taipei City Government Bureau of Environmental Protection to combine environmental protection, leisure, and ecology to introduce environmental protection to life and allow citizens to experience how to put concept of environmental protection into practice. Also Carrefour hosted "June the Environmental Month, Beautify a New World" environmental protection fair around this island using the theme of ecological protection" and presenting ideas of environmental protection by painting garbage trucks to achieve the purpose of infusing fun with education. In addition, Carrefour initiated national "One Vday Volunteer" activity; staffers at 32 stores on this island volunteered for one day to help citizens living in the neighborhood of each store clean their neighborhood to respond to World Environment Day and create an environmental community with citizens.

### Take Environmental Approach Every Family Is Healthy and Happy

There is only one earth and there is only one Taiwan. Cherish our own land and care for environment from the bottom of heart; cherish resources we have now; put "environmental protection" into practice and transform it into an art of life then we will live a healthier, happier, fair life!



# 打造永續生態台北城

## Build A Continuous Environmental City of Taipei



透過「寓教於樂、共同參與」的親子創意動靜態活動，帶動全民參與及體驗環保生活，共同努力打造環保生態城。

"Entertaining and engaging" creative activities of parent and child get all people to take part in experiencing environmental life and pay efforts to create an ecological city of environmental protection.

### 2004環境日 打造「永續環保生態台北城」

家樂福文教基金會為響應世界環境日，與國際同步辦理環教活動，主動與市府推動永續發展理念與政策連結；由「健康環保」的角度切入環保生活，將環保、休閒與生態三合一，讓民眾藉由自身的參與體會落實環保的觀念。

### 腳踏實際，全家參與

二十一世紀講求的不再單

究環境上的環保，更以人為本體講求身、心的建設，強調人與環境共生共存，而休閒的生活，身體的運動，建構了一部份心靈上的環保，活動以「路跑」與「自行車」為主題，將環保、休閒、運動三合一，並「腳踏實際，全家參與」自發性地共同為提昇環境及生活品質而打拚努力。

### 健康環保大家來踴躍

家樂福文教基金會藉由綠色產品與資源回收再生利用動靜態展示，倡導惜福再利用的環保生活。面對綠色環保理念的推進，創造舒適之生活空間、活化文化資產、保護水資源、淨化空氣品質、加強推動資源回收、經營永續生態環境，正是隱喻人們建設臺北城的韋路藍縷的縮景，家樂福基金會深切期盼，家家共同攜手做環保永續的願景。

## 2004 Environmental DayBuild “A Continuous Environmental City of Taipei”

Carrefour Cultural and Educational Foundation initiated to promote integration of continuous development of conception into policy along with the city government and hosted environmental educational activities in order to echo the World Environmental Day; introducing environmental life from a “healthy and environmental” angle to combine environmental protection, leisure, and ecology together and to allow people to experience implementation of environmental protection through hand-on experience.

### Down to Earth, Get the Whole Family to Participate

The twenty first century not only calls for protection of ecology, but people's physical and mental development; people coexist with the environment; leisure and physical exercise make up parts of spiritual environmental protection. This activity focused on “road running” and “bicycle” and combined environmental protection, leisure, and sport together; “Down to Earth, Get the Whole Family to Participate” voluntarily made efforts to improve the environment and quality of life.

### Everybody Get Together for Health and Environmental Protection

Carrefour Cultural and Educational Foundation promoted an environmental life that encourages recycling by exhibition of green products and recycling. With a growing environmental concept, creating a comfortable living space, enlivening cultural heritage, protecting water resources, cleansing the quality of air, enforcing implantation of recycling, and keeping a continuous ecology are just metaphors for development of the city of Taipei; Carrefour Cultural and Educational Foundation deeply hoped that each family carries out the dream of being healthy and continuous together.



台北市環保局局長陳永仁頒贈感謝狀給基金會

Chen Young-ren, head of the Bureau of Environmental Protection, presented an award to the Foundation.



家樂福人員展示由樂福自行研發之環保商品——綠精靈

Carrefour's staff exhibited environmental products “Green Genie” researched and developed by Carrefour.





由高雄市環保局局長張豐滕帶領家樂福團體，一起活動小朋友也隨白龍出

The head of the Kaohsiung Bureau of Environment Protection Fong-tung Chang led Carrefour team to challenge children's dragon boat team.



再生紙DIY、吸管海馬、小火箭、筷子橋、花風車、摺紙DIY、以樂洗筷做成的環保小戰士彈珠台更深深吸引大人與小孩喜愛。

Making recycle paper, sea horse of straws, seshorse of straws, water rockets, disposable chopstick guns, flower wind mill, self-made lamens and environmental protection warrior porthole table made of chopsticks attracted adults and children.

## 世界環境日 暨垃圾車彩繪

### World Environment Day and Painting Garbage Trucks

#### 環保創意Show 垃圾車也有看頭

致力推動環保觀念的家樂福文教基金會，六月份在北、中、南各舉辦「六月環保月、美畫新世界」環保園遊會，以生態保育為主題，將垃圾車彩繪，將環保觀念一一呈現，達到寓教於樂的效果。

#### 六月環保月、美畫新世界

### 大地有愛，港都總動員 高雄綠色園遊會暨垃圾車彩繪

家樂福文教基金會主辦的「高雄綠色園遊會」六月二十日上午十一時在愛河畔的「黃金愛河」舉行，由基金會執行長田中玉主持，高市環保局長張豐滕、高市議員李復興、康裕成等人也參與這個極具意義的環保活動。

以守護藍色海洋環保為主題，配合淨化愛河的活動，除有端午節的應景「陸上龍舟」趣味活動，現場還有好吃、好玩的園遊攤位、親子動手做環保的趣味教學活動，例如：再生紙DIY、吸管龍、吸管海馬、水火箭、筷子槍、花風車等；其中以免洗筷做成的環保小戰士彈珠台，最深得大人小孩的喜愛。由家樂福文教基金會彩繪畫滿海洋圖案的彩繪垃圾車最後正式揭幕。

### 大地有愛，台中總動員

#### 台中綠色嘉年華暨垃圾車彩繪

台中綠色嘉年華環保園遊會活動，安排許多攤位教導民眾，利用紙杯作成好玩的風車，吸管也可以幻化成活靈活現的龍寶寶，以及草編的蚱蜢等。

另外，現場更有讓民眾嘖嘖稱



高雄市長陳菊與環保局長張豐滕與基金會執行長、高雄區家樂福店經理一起為高雄市第一輛彩繪垃圾車揭幕

The head of the Kaohsiung Bureau of Environment Protection Fong-tung Chang, Foundation CEO store manager of Carrefour Kaohsiung store held the ceremonial ribbon-cutting for the first hand-painted garbage truck in Kaohsiung.

奇的再生品展示攤位，這些由再生品製作的物品琳瑯滿目，包括有利樂包裝成的帽子、保麗龍做成的美麗手環等，而一輛彩繪漂亮的垃圾車，也在現場由家樂福文教基金會執行長與台中市環保局長李立德等人一同舉行揭幕。

由家樂福文教基金會彩繪的垃圾車，以生態保育、綠化環境為主題，用上清新的淡藍色調，劃上象徵台中市的台中公園跟地球，希望地球活起來，改變了民衆看到了垃圾車幾乎都是黃色的龐然大物，一點都不賞心悅目的印象；希望民衆能夠對這些遊走的都市中，負責吃掉民衆家中廢棄物的的大嘴巴們，刮目相看。

環保只要多用心，環境更清新，與會的台中市環保局長李立德指出，這是台中市第一部彩繪垃圾車，希望讓民衆對垃圾車的印象改觀。

## 大地有愛，台北總動員

### 路上行舟嘉年華暨垃圾車彩繪

家樂福文教基金會「路上行舟嘉年華」活動以特製的龍舟服，串起龍舟隊伍，將直排輪運動與端午節作一結合，結合台北市議員「快樂諧和號」，小朋友組成的小小鐵人隊，以小朋友之姿挑戰大人；還有由家樂福組成的國王隊，上演了一場大團結、以小搏大的戲碼。龍爭虎鬥，趣味陸上龍舟賽就此展開！透過「陸上行舟」趣味競賽，不但可以串起龍舟，更可以串起人與人的情感。

現場除了有精采的龍舟競技之外，還有包粽教學、香包製作、環保DIY等趣味的圖遊攤位。希望透過活動的進行，促進親子間的和諧氣氛，凝聚親子與家庭之間的快樂關係，藉此活動展現家家快樂、幸福的精神。最後由家樂福文教基金會執行長與教國團主委鄭松年、Y17青少年育樂中心陳光陸執行長共同為台北市彩繪垃圾車揭幕。



在台中市舉辦的「六月環保月，再造新世界」環保節遊會，除了趣味好玩的攤位外，讓以生態保育為主題，兩位家樂福，這也是台中市第一輛彩繪垃圾車。

The environmental protection Carnival "June the Environmental Month, Rebirth of a New World" in Taichung had fun, delicious stalls, and a hand-painted garbage truck based on the theme of ecological conservation that was also the first hand-painted garbage truck in Taichung city.



台中副市長蕭家雄與環保局局長與家樂福經理一同為台中第一輛彩繪垃圾車揭幕。

City officials and Carrefour team held the ceremonial ribbon-cutting for the first hand-painted garbage truck in Taichung.



在經過激烈的龍舟比賽後，小朋友露出了勝利的姿勢。

After nerve-racking dragon boat races, children demonstrated the gesture of victory.



萬事會執行長與四國護主委劉松年、Y17 青少年育樂中心陳光臨執行長共同為台北花彩繪垃圾車揭幕。

The head of the Department of Overseas Service Song-tiang Cheng and Taipei Youth Activity Centre CEO Guang-lin Chen held the ceremonial ribbon-cutting for the Taipei hand-painted garbage truck.



厭膩了水上龍舟比賽了嗎？想親身體驗脚踏上行的龍舟競速快感嗎？

Are you sick and tired of traditional dragon boat races? Want to experience peddling a boat in speed on land?

### Environmental Creative Show Even garbage trucks are impressive

Carefour Cultural and Educational Foundation has long been promoting the concept of environmental protection and held environmental protection fair "June the Environmental Month, Beautification of a New World" in northern, central, and southern Taiwan in June. The theme was ecological conservation—painting garbage trucks to demonstrate concepts of environmental protection to achieve the aim of infusing fun with education.

### June the Environmental Month, Beautification of a New World

#### The Earth of Love, Kaohsiung shook things up Kaohsiung Green Carnival and Hand-painted Garbage Trucks

Carefour Cultural and Educational Foundation held "Kaohsiung Green Carnival" at the "Golden Love River" on the banks of the Ai River on June 20th eleven a.m. Foundation CEO Allan Tien hosted this event; the head of the Kaohsiung Bureau of Environment Protection Fong-tang Chang, Kaohsiung city councilors Fu-hsing Lee, Yu-cheng Kang all participated in this environmental protection event actively.

The theme was conservation of the big blue with activity of cleaning the Ai River, fun activity "dragon boat on land," delicious and fun stalls, fun teaching activity for parents and children such as making recycle paper, sea horse of straws, seahorse of straws, water rockets, disposable chopstick guns, and flower wind mill; environmental protection warrior pinball table made of chopsticks attracted adults and children. Carefour Cultural and Educational Foundation's hand-painted garbage trucks with oceanic patterns were the prelude to this event.

#### The Earth of Love, Taichung shook things up Taichung Green Carnival and Hand-painted Garbage Trucks

Taichung Green Environmental Protection Carnival provided many stalls to teach citizens how to make windmills out of paper cups, to make vivid a baby dragon out of straws and to make grasshoppers out of grass.

In addition, there were impressive stall exhibiting marvelous recycle products including hats made out of aluminum package and stun-

ning bracelets made out of polystyrene. Carrefour Cultural and Educational Foundation CEO and the Chief of Taichung Bureau of Environmental Protection, Li-der Lee held the ceremonial ribbon-cutting for the first beautiful hand-painted garbage truck.

The themes of Carrefour Cultural and Educational Foundation's hand-painted garbage trucks included ecological conservation and greenness of environment with fresh color of baby blue and Taichung Park and the earth that symbolized Taichung City. It's hoped to revive the earth and to change the unpleasant old yellow mammoth. It's hoped that these waste-gobbling big mouths roaming in streets could impress fellow citizens.

Pay more attention to environmental protection, and the environment will get fresher. According to the Chief of Taichung Bureau of Environmental Protection, Li-der Lee, this was the first hand-painted garbage truck in Taichung; it's hoped that citizens could renew their impressions of garbage trucks.

### The Earth of Love, Taipei shook things up Taipei Green Carnival and Hand-painted Garbage Trucks

Carrefour Cultural and Educational Foundation's "On-land Boat-paddling Carnival" used special-made dragon boat costumes to form a dragon boat team. In-line skating was combined with Dragon Boat Festival to perform a play of uniting. Children's little iron-man team rose to the challenge of the "Happy Harmony" consisting of Taipei city councilors. In addition, the King team consisted of Carrefour staffers from France joined to put up a challenging competition. The interesting dragon boat race started off! "Boat-peddling on land" race could not only form a dragon boat of people but also united people.

In addition to exciting dragon boat races, there were stalls of demonstrating how to wrap zongzi and make fragrant sachet. It's hoped that these activities could improve parent-child relationship and foster relationship between parents, children, and family and demonstrate the spirit of a happy family. In the end Carrefour Cultural and Educational Foundation CEO, the head of the Department of Overseas Service Song-niang Cheng, Taipei Youth Activity Center CEO Guang-lu Chen held the ceremonial ribbon-cutting for the Taipei hand-painted garbage truck.



精采的龍舟競速之外，還有粽葉包裹、香包製作、環保DIY等環保的藝遊攤位。

In addition to exciting dragon boat races, there were stalls of demonstrating how to wrap zongzi and make fragrant sachet.

# 一日義工

## One-day Volunteer



在各區總經理的带领下，家樂福員工彼此互相合作，連結鄰家一個乾淨的空間

Under each store manager's leadership, Carrefour staffers cooperated with each other in one-day volunteer work to clean up neighborhood.

### 生活實踐家 家樂福一日義工，關心您的居家環境

環保工作的實踐，是家樂福熱愛土地及環保服務的精神傳承，藉由社區環境清潔，體會「大家一起動手」過程中的快樂，讓民眾感覺社區環境品質提昇，親自將愛的種子散播出去，並且透過不間斷地關懷，真正落實服務的真諦。營造健康及和諧社區生活。

### 家樂福環保月 一日義工

萬物皆有用，只要用心、用愛，都可以化腐朽為神奇。基金會成立九年以來除了重視環保觀念推廣，更落實環保運動；今年更把六月訂為「家樂福環保月」。

家樂福文教基金會為響應環保工作，在六月二十六日於全省三十二家家樂福鄰近社區舉辦「一日義工」活動，賣場員工同時化身為一日義工，為民眾清理家園，針對社區進行環境清潔及消毒，而響應之民眾也都一起捲起袖子動手將居家環境清理乾淨。

### 愛與關心 深植家園

環保工作要從小做起、從心做起、從手做起，讓地球更美麗。所有參與的員工與民眾都藉由一日義工的服務，獲得實地具體的服務經驗，體會助人的快樂與意義，進而培養服務意識及社會使命感。

### Practicer of Life Carrefour's one-day volunteer cares about your living environment

Carrefour's realization of environmental protection passes on the love for our land as well as the spirit of environmental protection service to our future generations. Experience the happiness from "Working together as a team" while cleaning the communal environment. Make residents impressed with the promotion of living quality in the community and spread out the seeds of love. Serve

people with a sincere heart. Manage a healthy and harmonious communal life.

### Carrefour's Environmental Protection Month One-day Volunteer

Everything is useful. As long as you care and you have love, you can turn everything into a masterpiece. Since its inception nine years ago, Carrefour Cultural and Educational Foundation has been emphasizing the importance of environmental protection and realizing the promotion of environmental protection. It has also named the month of June the "Carrefour's Environmental Protection Month."

In response to the promotion of environmental protection, the Foundation hosted "One-day Volunteer" activity in communities near 32 Carrefour stores across Taiwan on June 26. All the warehouse staff acted as one-day volunteers to clean homes for local residents. The communal environment was cleaned and disinfected as well. Some enthusiastic residents also showed their support of such activity by joining the cleaning crew to clean their own living environment.

### Love and Care Are Deeply Rooted in the Homeland

The realization of environmental protection has to be started when one is little and with a sincere heart and hands, so as to manage a more beautiful earth. The purpose of "One-day Volunteer" is to make our staff and residents who take part in this activity experience the happiness and significance of serving people and helping people. This activity is also aimed to help them gain a sense of communal service as well as responsibility for the society.



用心打理社區每一個角落，提升國家的環境品質，落實家家幸福又健康的理想。

Carefully clean up each corner of community to improve quality of life and put the belief of happy family into practice.



家樂福一日義工，圓滿成功！

It turned up that we could better the world!

# 社區、親子活動

Community and Parent-Child Activity

## 播下希望的種子 打造孩子的天堂

向來致力於回饋社區的家樂福，從連續舉辦五年的家樂福親子夏令營活動，民衆深深感受家樂福對打造社區新樂園的用心及誠意。我們積極投入社區服務及志工工作，致力於改善社區生活及延續地方文化，期望從設廠每一個社區的好鄰開始，以社區發展深耕臺灣各處社區角隅，揮昇國民的精神生活及品質。

未來，家樂福文教基金會將持續努力，營造一個可以分享親情、感受愛與溫馨的「家、樂、福」社區！

## 溫暖與希望讓「視」界更美麗

期待從每一個社區開始，讓善的因子擴散，若有需要家樂福的地方，我們非常樂意為社區添盡一分心力。透過各種不同的管道，家樂福文教基金會提供親子互動空間，以凝聚社區與民衆親子間的情感，建設一個有活力、有希望、有愛的「家、樂、福」大家庭。

## Spread the Seeds of Hope Create a Children's Paradise

Carrefour pays back community such as holding annual Carrefour summer camps five years in a row. Carrefour is determined to build a new paradise of community, actively takes part in neighborhood development, devotes to improve community and hosts local culture in hope that community development on this island will improve citizens' spiritual life and quality of life.

In the future, The Carrefour Cultural and Educational Foundation will consistently make the effort to create a community of "home, happiness, luck" where children and parents can share and enjoy warmth and love of family!

## Warmth and Hope Make the World More Beautiful

It's hoped that element of goodness will spread in each community; if necessary, Carrefour is more than happy to dedicate itself to community. The Carrefour Cultural and Educational Foundation provides different approaches as interactive space that fosters relationship between community and parents and children and creates a vigorous, hopeful family of "home, happiness, luck."





# 家樂福「親一夏」親子活力夏令營

每一個孩子都有一張仰望的臉，

父母是孩子生活的導師，你會發現我們的人生風景，

原來也可以這樣美好！

透過家樂福文教基金會所舉辦的「親子活力夏令營」，讓親子間有更好的互動，讓孩子在愛的環境中健康的成長。



## 快樂暑假 就在家樂福

家樂福文教基金會結合全省32家家樂福賣場，連續五年舉辦社區親子活動，做為銜接小朋友對外在世界，更細膩的學習和了解的重要管道，希望透過我們的用心及努力，讓小朋友重新認識自然、接觸鄉土歷史文化的契機；期望能透過精心設計的活動和教學課程，讓大小朋友經由這些經驗後，能養成熱愛自然、關心鄉土的興趣及生活習慣，也可以增進未來的生活品質。



## Carrefour Brings You a Happy Summer

The Carrefour Cultural and Educational Foundation has combined the force of 32 Carrefour warehouses across Taiwan to hold communal parent-child activities for 5 consecutive years. These activities have significantly become an important channel for young children to learn about and understand the outside world. We hope that through our elaborate work and effort, young children will get more exposed to Nature and be nurtured with knowledge of history, culture and our land. Our ultimate goal is to stimulate interests of both parents and their children in loving Nature, caring about this land and forming healthy living habits after their participation in these outdoor activities and educational courses, so as to enhance their future living quality.



他們在綠草如茵的草地上，孩子們開心地玩著遊戲考驗每一個家庭間的團隊默契。

Children along with their parents are happily playing games on the grass in Teich Mountain. These games exhibit the importance of each family's team work.

## 親一夏 大小朋友Fun暑假

為在忙碌的社會中，製造更多家長與小朋友相處的時間，家樂福文教基金會特將暑期活動暫定定位在「親子活力夏令營」，並取名諧音「親一夏」（親一下），希

## Carrefour Parent-Child Vitality Summer Camp

Every child has a face that always looks up to you for something

Parents are the best guidance counselors to their children

You will find that our lives

can be so wonderful

If you attend the "Parent-Child Vitality Summer Camp,"

hosted by the Carrefour Cultural and Educational Foundation,

which stimulates the interaction between you and your children

and enable your children to grow up healthily in an environment of love.

望透過親子互動活動，父母與小朋友之間的關係，可以更甜蜜。家樂福與里民之間的關係，可以更和諧。



大人和小朋友們從中學習到如何照顧我們的地球，大家一起把垃圾撿起來，把乾淨帶給地球。

From these activities, parents and their children learn how to cherish our earth. Let's pick up off the garbage and return the earth to its cleanliness.

### Parent & Child Having a Fun Summer

To enable parents to spend more quality time with their child in today's bustling society, the Carrefour Cultural and Educational Foundation organizes annually a summer camp, titled "Kiss the Summer," with a focus on parent-child interactions. By holding these activities, we hope to enhance the relationship between parents and their child(ren) and to bring Carrefour closer to the neighborhood.

### 湖光山色 花香蝶舞

新奇、有趣、知性、人文、美麗、清新、芳香、生態豐富的鄉土行腳知性之旅

規劃各種自然觀察、人文史蹟、民俗藝術等知性活動，有觀音賞蓮三峽古蹟生態之旅、知性的北埔內灣之旅、美濃生態之旅、大甲鐵砧山親子逍遙遊、墾丁社頂生態之旅，激發大小朋友關愛鄉土的情懷。

### 極天地之大美，得山水之清趣

在經過了紛擾煩雜的城市生活後，拜訪烏山古道、天祥綠水豁然亭步道幽遊，山清水秀的古道在時空的展現，列著多重的韻致。更會覺得寧靜與清幽，大小朋友



把握歡樂的每一刻，美好的回憶，是家樂福表心意給大小朋友們的回饋。

Seize every moment of happiness. Beautiful memories are the most sincere feedback from Carefour to all the friends that attend these activities.

們，仔細聆聽著來自大自然的綠色精靈們，對我們訴說這水與石，恬記著它們的約定，由著牽繫，由著熱許，道出千萬年歲月切山成谷的痕跡，述說億萬年大地成形的故事。

#### The Natural Beauty of Lakes and Mountains; Fragrant Flowers and Flying Butterflies

It is a hike in the countryside that is novel, interesting, intellectual, cultural, beautiful, fresh, fragrant and wildlife-abundant. A wide variety of intellectual activities concerning the observation of Nature, the visit to historical sites and the appreciation of folk cultures and arts are held. Among these activities, notable ones that stimulate the love from both our younger and older friends for the land include "Lotus-watching in Guanyin Mountain," "A Historical and Ecological Trip to Sanhsia," "An Intellectual Trip to Neiwan, Beipu," "An Ecological Trip to Meilong," "Dajia Tezhen Mountain Road Trip," and "Kengting Shiding Ecological Trip."



大手牽小手聽故事，尋找歷史的軌跡。

With big hands holding small hands, let's hear about the story of cultural relics and trace their history.

#### The Experience of Heavenly Beauty; An Escape to the Quietness of Mountains and Waters

To escape today's bustling and hustling city life, we bring you to the ancient path of Wushan, the green river in Tianhsiang, Huoran Pavilion, and the trails around. The ancient path surrounded by

majestic mountains and beautiful waters display its charisma with ever-changing looks in different times. It is in this very environment that you experience the calmness and quietness of Nature. What can be heard in the mountains is the whispering of tree leaves and rivers, and what can be seen is the grandeur of mountains and valleys that were formed tens of millions of years ago.

家樂福「親子活力夏令營」，一直以來，運用創新、啓發、生動活潑的教育方式，帶動了小朋友們學習的興趣。這種有別於傳統制式教育的學習活動，獲得小朋友們的熱烈歡迎及家長們的認同和讚許，落實「快樂、學習、健康、成長」的教育理念。

Carrefour has been dedicated to educating children and stimulating their interests in learning by adopting innovative, inspirational, lively and interesting methods, such as organizing "Parent-Child Vitality Summer Camp" every year. Non-traditional activities of such are greatly favored by young children and have also won extensive approvals from their parents. We'd like to express our thankfulness to all of the scholars and experts, as well as big brothers and sisters who participated in these activities, to help us carry out our goal of "nurturing happy children that always learn, stay healthy and grow."



吹球接力，考驗著小朋友的耐心與毅力！小心，小球不要飛落囉……

The relay of balloons blowing is to test young children's patience and persistence. Be careful with the little ball. Don't let it fall into the table.



輕鬆學識繪圖課，大小朋友們一起把河川裡面的垃圾撿起來！

Let the rivers return to their cleanliness! Parents and their children are picking up trash from the rivers.



在大哥哥的帶領下，小朋友一個一個參加開關遊戲。

Guided by the big brothers, each of our little friends has a better turn to play the exciting game.

# 水岸光影慶雙十 國慶寶寶雙十晚會

Celebration of Riverbank Double  
Double Tenth Evening Party



2004年10月5日國慶寶寶於家樂福林山店慶祝壽辰，並邀請生日記者會與記者媒體分享喜悅。

Double Tenth babies pre-celebrated at Carrefour Ding-shao store on October 5th, 2004 and held a birthday press conference.



台灣家樂福總經理吳偉生、高雄市政府社會局提供服務與國慶寶寶們一起歡慶雙十生日。

Taiwan Carrefour General Manager Mr. OERSIN, Chief of Kaohsiung City Government Bureau of Social Affairs JUAN HENG and Double Tenth babies cut the cake together to celebrate birthday.

## 2004國慶嘉年華 高雄水岸光影映雙十

2004年雙十國慶系列活動，由家樂福與民視、高雄市政府共同舉辦【海洋首都·水岸光影映雙十·國慶嘉年華晚會】。晚會以海洋首都為主題，除了有五彩繽紛的煙火秀與港區水岸相輝映，展現海洋首都炫麗之外，國慶寶寶慶生、鼓樂擊藝、民俗舞蹈、藝人偶像團體等精采的內容，讓這富具紀念意義的一日，深刻腦海。

今年的國慶晚會在最具港都特色的高雄海洋之星

舉辦，首揭序幕的是「雙十寶寶慶生晚會」，家樂福文教基金會熱情邀約100位國慶寶寶出席慶生晚會，與國家一同歡慶雙十紀念日。當天國慶寶寶，享有晚會搖滾區座位與謝長廷市長一同觀賞國慶煙火外，家樂福文教基金會也準備了紀念polo衫、貴賓專屬好禮贈送給共襄盛舉的國慶寶寶們。

雙十國慶日，越夜越美麗，在最具震撼效果的鼓樂打擊表演後，國慶煙火秀於中油公司成功廠區及港務局碼頭施放，由台灣區家樂福總經理吳偉生，與高雄市民謝長廷一同點燃國慶煙火，結合精采的勁歌熱舞表演，國慶晚會吸引十萬名以上的民眾參與盛會。



2004年11月10日寧南福安行政區慶祝寶島萬歲及萬歲萬年萬歲萬年日遊  
Carrefour held a full day tour in Kaohsiung Chen Chen Harbor for Double Tenth babies on October 10th, 2004.

### 2004 Double Tenth Carnival Riverbank Double Tenth in Kaohsiung

The Carrefour, Formosa Television, and Kaohsiung City Government co-hosted "The Capital of Ocean, Celebration of Riverbank Double Tenth, Double Tenth Evening Party." The theme for this evening party was the capital of ocean. In addition to brilliant firework firework show and riverbank bringing out glamour of the capital of ocean, there were birthday party for double tenth babies, drumming performance, folk dance, and singers to memorize this significant and impressive day.

This year's Double Tenth evening party took place on the Kaohsiung Star of Ocean. The prelude to this party was "birthday party for double tenth babies"; the Carrefour Cultural and Educational Foundation sincerely invited 100 double tenth babies to this birthday party to celebrate our country's birthday with us. All double tenth babies sat with Mayor Hsieh in rock-and-roll seats to watch firework show; other than this, Carrefour Cultural and Educational Foundation prepared polo shirts and gifts to give out to participants.

The Double Tenth was getting more and more glamorous at night-time. The impressive drumming performance was followed by setting off fireworks over the Harbor of Harbor Bureau by Carrefour Taiwan General Manager Marc OURSIN and Kaohsiung Mayor Frank Hsieh. Accompanied by exciting dancing and singing, the Double Tenth evening party appealed to more than ten thousand participants.



台灣國家華僑總經理 臺灣生先生與高雄市長一同點燃迎慶煙火

Taiwan Carrefour General Manager Marc OURSIN and Kaohsiung Mayor Frank Hsieh set off fireworks for the Double Tenth together.



海洋之星慶慶活動現場湧入將近10萬的人潮

Nearly 100 thousands of people participated the Star of Ocean Double Tenth celebration.

# 愛心慈善

Charity

## 站在最需要的地方，以行動關懷社會

家樂福文教基金會長期以企業的效率效率，有計劃的積極協助各類急難救助活動，從去年的SARS疫情防發到今年的艾利雅以救助，家樂福文教基金會一直積極配合政府，投入全線救助工作，在第一時間提供各項物資及人力，協助台灣民眾度過各種難關。

路過誰誰裡，家樂福的關懷就到哪裡。家樂福文教基金會，結合了健康路跑與慈善愛心，緊握重災區，積極關心世界每一個角落，將愛我們關懷的同胞，前線志工，將愛待人道三善、人幫人、關懷弱勢的精神，持續推動社會公益活動，將愛心及資源傳輸給最需要的人。

家樂福文教基金會持續關懷的定時路跑賽台賽各個角，認識了很多好朋友與志工，更特別感謝所有愛心的夥伴們，讓我們在投入愛心慈善的活動上，倍感溫馨。

Act out to make efforts to people who are most in need.

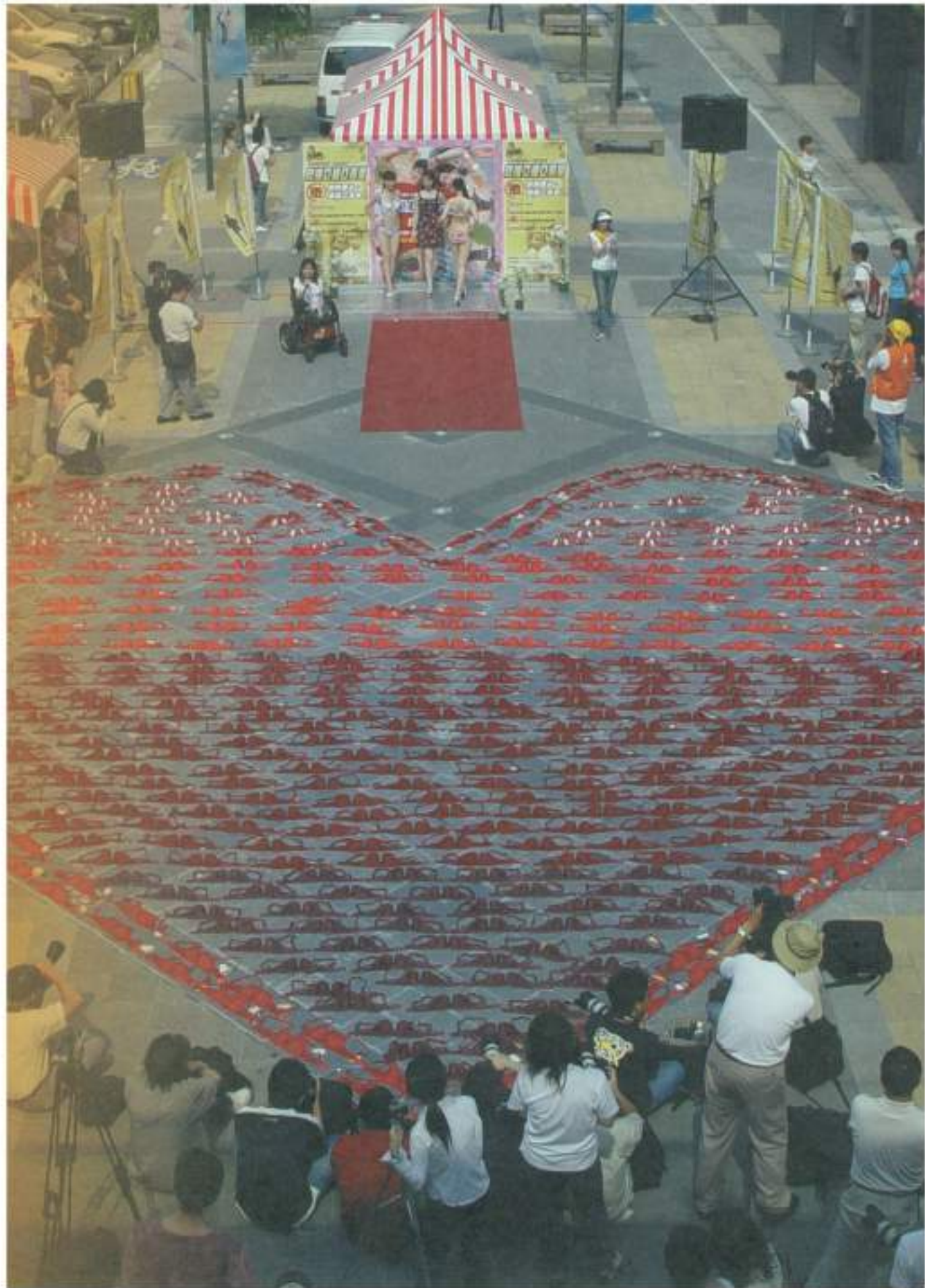
The Carrefour Cultural and Educational Foundation has been consistently and aggressively supporting all kinds of relief efforts with long-term entrepreneurial efficiency. From last year's anti-infection measure of SARS and this year's relief from the typhoon ELLIE, the Carrefour Cultural and Educational Foundation has been actively worked with government to participate in relief

efforts and providing supplies too help Taiwan people to overcome various adversities.

Wherever the road leads to, Carrefour's love will be there.

The Carrefour Cultural and Educational Foundation integrates healthy road running into charity, helps affected areas, and sympathizes with anywhere in the world and people in need; looks to the future and holds on to the spirit of being moved by other's suffering and caring for the minority groups, and meanwhile, consistently carries out charity work and brings love and supplies to people who are most in need.

The Carrefour Cultural and Educational Foundation consistently brings love to everywhere on this island and gets to know many friends and volunteers. In particular, thanks for all loving and caring partners who make us feel warm when carrying out charity work.





# 七二水災

## 送民生物資到南投

The Floods of July 2 2004

Deliver Relief Supplies to Nantou



敏督利颱風侵襲台灣，重創台灣人民的家園，造成南投地區土石崩落，交通中斷，許多家庭經歷了家園破碎的慘境！居民生活陷入困境，我們的心也和這些受災的國人及土地，一同感到悲憫。



大雨侵襲，南投縣仁愛鄉南豐村幾乎全毀，因路斷橋毀對外通訊完全斷絕，導致居民受困，飽受斷糧斷炊之苦。在各地交通尚未暢通的情形下，家樂福文教基金會翻山越嶺進入山區，進行勘災與發放工作。車隊進入最危險的、無法以車運送物資之地段，再以人力接力的方式進入受災最嚴重的南投仁愛鄉南豐村。



我們期待全人類對供養我們的大地和環境有更多的關懷與保護，好讓我們以及後代的子孫能脫離「大地反撲」的惡夢，永遠安居在老天爺所賜予我們的美麗島。

家樂福運送米、罐頭食品、衛生紙以及水到南投，捐贈物資總金額高達三百萬元。

Carefour delivered rice, can food, tissue paper, and water to Nantou. All relief good was worth up to three hundred million NT dollar.

Typhoon Mindulle that struck Taiwan and battered Taiwan people's homeland caused landslide and communications breakdowns in Nantou area; many families were left to suffer from loss of homes! Inhabitants ended up living a difficult life, and we felt for the disaster victims and battered land.

Due to violent flow of rain, Nanfon Villiage, Jen-Ai District, Nantou County was almost destroyed; because

roads, bridges, and communications totally broke down, inhabitants were suffering from life without supplies of food and water. Regardless of island wide communications breakdowns, Carrefour Cultural and Educational Foundation still went to mountain areas to help relief work and reached the worst affected area, Nanfon Village, Jen-Ai District, Nantou County.

Demonstrating more concern and care to the earth and environment that we feed on will prevent our descendants from the nightmare of "violations of nature" and help them live on this beautiful island happily ever after.



南段熱仁是地高難和安民難處，家樂福特別以專機專車的方式將物資送達

Nanfon Village, Jen-Ai District, Nantou County was the worst affected area, so Carrefour delivered relief goods depending on specific vehicles.

# 艾利風災

## 送愛心用水到桃園

### Typhoon Alley "Deliver Water to Taoyuan"

#### 艾莉無情 家樂福送水

艾莉颱風重創台灣，造成全省各地共一百四十五萬二千餘戶停水，停水區域中，又以桃園縣、台北縣林口鄉等地缺水最為嚴重，造成民衆生活上極為不便，民衆必



須攜帶各種容器到集水區提水，大賣場內的礦泉水也供不應求，不論是嬰兒沖泡牛奶、洗澡等民生問題深感不便。因此，家樂福文教基金會秉持急難救助的精神，率先捐贈一萬五千箱、近三十萬公升的飲用水給桃園縣政府，解決民衆無水可喝之苦。另外，家樂福也租用四台十公噸的供水車，在大桃園地區的中壢店及內壢店兩

處賣場，供民衆免費索取生活用水，舒緩大桃園地區民衆的用水問題。

#### 當艾利遇上愛力 送愛心到桃園

家樂福文教基金會一向積極配合政府，當台灣民衆有急難時，家樂福的援手不落人後，一同投入全民救助工作，在第一時間提供各項物資及人力，協助台灣民衆度過各項困境。這次爲了因應艾莉風災救助所需，家樂福直接將水送往桃園縣，而非送往賣場販賣，與桃園縣的民衆共體時艱，度過難關。不以營利爲宗旨，發揮人飢己飢，人溺己溺的精神，

### Merciless Alley Carrefour Spread Love

Typhoon Alley struck Taiwan severely and led to water outage of 1,452,000 households on this island. Among all affected areas, Taoyuan County and Taipei County Linkou Town were the worst. Citizens lived an inconvenient life and must bring water in catchment area with all kinds of containers; mineral water in markets were in short shortage despite in great demand. It's inconvenient for either making baby milk or taking shower; therefore Carrefour Cultural and Educational Foundation took the initiative and donated 15,000 boxes of, amounts to 300,000 liters, water to Taoyuan County government in hope of alleviate inconvenience caused by water outage. In addition, Carrefour rented four ten-ton water supply trucks to supply citizens with water free of charge in CL store and NL store in hope to alleviate water outage situation.

### When Alley Met Relief Efforts Send Love to Taoyuan

Carrefour Cultural and Educational Foundation had been taking initiative to work with government. When citizens were in desperate need, Carrefour always takes the initiative to relief efforts, provides supply, and helps citizens on this island overcome adversity. To alleviate typhoon Alley disaster, Carrefour send water to Taoyuan directly instead making profit by selling it and overcome obstacles with Taoyuan citizens. Instead of aiming at making profit, we sympathize with people suffering.



家學中心在內壢店以及中壢店前  
的廣場，提供了生活用水水車，讓  
附近的居民們可以免費取用。

Water supply trucks provided water  
free of charge in front of CL store  
and NL store.



由台灣家學福禧社理事長樓佳與  
北高區總經理劉飛亞代表家學  
福禧社贈送15,000箱家學福禧水  
給大坑溝地區居民，由桃園縣  
縣長朱立南代表受贈。

Taiwan Carrefour General Manager  
Marc OURSIN and Taipei-South  
Regional Manager Claudio GOU-  
VIEA on behalf of Carrefour donat-  
ed 15,000 boxes of Carrefour mini-  
eral water to Taoyuan Mayor Le-  
lion Zhu on behalf of Taoyuan citi-  
zens.



我們特別感謝法國家學福禧社對  
台灣的即時援助，此次捐贈的總  
總金額高達500萬元。

We appreciate instant relief efforts  
from French Carrefour whose  
donation amounted to 5 million  
dollars.



經過那場大水因苦悶，桃園  
縣境內的國小小朋友在看見了  
家學福禧贈送的礦泉水之後，都  
露出了開心的笑容。

After a period of water outage,  
grade school students of Taoyuan  
Yuan-chang Elementary School  
emiled when seeing mineral water  
donated by Carrefour.

# Taipei's 10<sup>th</sup> Annual Terry Fox Run

## 2004第十屆台北泰瑞法克斯慈善路跑

### 第十屆泰瑞法克斯慈善路跑

主辦單位：臺北市府

The Tenth Terry Fox Run  
泰瑞法克斯慈善路跑委員會



生命可以因為追逐夢想而更加豐富！

家樂福贊助2004年泰瑞法克斯慈善路跑活動，各界踴躍響應發揚慈善精神。

一年一度的「台北泰瑞法克斯慈善路跑賽」，今年已經邁入第十屆，在這項受到國際重視的慈善路跑活動中，家樂福文教基金會除了精神層面的支持外，也提供物質上的實際贊助，也希望透過這個活動，喚起大家對防治癌症的重視。今年報名費及捐助善款達新台幣三百萬元，所有款項將捐助長庚醫院癌症研究基金。

泰瑞法克斯慈善路跑是一項為籌募癌症研究經費的國際性活動，往年，全球有50多個國家都舉辦此一慈善路跑活動，總計有超過130萬人參加，而在全球眾多國家城市之中，臺北市的募款所得排行第七，參與人數排名第九，外籍參加人數多達一千多人，全部參加者達四千多人；可稱得上是為善不落人後的城市。為帶動民眾持續響應國際慈善活動的熱情，鼓勵臺灣人民的愛心再度沸騰，融入這股全球的慈善洪流中，臺北市大家長馬英九市長親自參加此一活動，希望民眾能更加認識這項為喚起人們對癌症之重視而舉辦的國際性慈善路跑活動。

對於這一項備受國際矚目的慈善路跑活動，向來盡力支持體育及愛心慈善活動的家樂福，當然不能缺席，家樂福文教基金會自一九九八年開始贊助台灣區運以後，自此不論在各項體育盛事中，都可以看到家樂福的身影，不遺餘力的支持；除此之外，家樂福對愛心慈善也是當仁不

臺北市長馬英九擔任第十屆泰瑞法克斯慈善路跑基金會主席，對於支持此次慈善路跑的家樂福文教基金會頒贈感謝狀。左起臺北市市長馬英九、加拿大駐臺臺北貿易辦事處處長吳先生、家樂福文教基金會董事長陳田中。

Taipei City Mayor Ying-jen Ma who was the commissioner of Terry Fox Run Foundation presented an award to Carrefour Cultural and Educational Foundation in recognition of its support. From left, Taipei City Mayor Ying-jen Ma, Mr. Bing-dong Ho at Canadian Trade Office in Taipei, Carrefour Cultural and Educational Foundation CEO Allen Yao.



講，「泰瑞法克斯慈善路跑」這項結合體育與慈善的活動，家樂福自然傾全力協助，除了家樂福員工親自參加路跑活動外，家樂福基金會也提供了頂銀櫃、摸彩獎品，希望能透過實際的行動，讓這項充滿意義的活動，繼續在台灣傳承下去。

#### Live will be enriches by living out your dream!

Carrefour supported 2004 Terry Fox Run; all walks of life actively advocated the spirit of charity.

It's the tenth edition of the annual "Terry Fox Run." Carrefour Cultural and Educational Foundation not only supported this internationally high-profile charity event spiritually but also provided monetary donations in hope that this event can evoke people's awareness of cancer. This year's charge for signing up had raised up to NT 3,000,000 dollars that would all go to Chung Gung Memorial Hospital's funds for cancer research.

Terry Fox Run is an international event raising money for cancer research. In the past, more that fifty countries in the world had held such charity run with more than 1300 thousand participants. Among many cities in the world, Taipei had topped the seventh in terms of monetary donations and the ninth in terms of participants; there were more than one thousand foreign participants and more than four thousand participants in all. In order to encourage citizens to consistently advocate international charity events and take part in the trend of charity, Taipei City Mayor Ying-jeou Ma participated in this event to arouse people's attention to this international charity run in the name of cancer prevention.

Carrefour had been greatly devoting to support sport and charity event; therefore would never be absent from this international high-profile charity run. Ever since Carrefour Cultural and Educational Foundation had supported in 1998 Taiwan Games, Carrefour often supported major sport event. In addition, Carrefour always took the initiative to do charity, and certainly would fully assisted "Terry Fox Run" that combined sport and charity. Other than Carrefour staffers participated in road run, Carrefour Foundation also provided tents and prizes in hope that action would let this meaningful event pass on in Taiwan.



已經連續舉辦十年的臺北泰瑞法克斯，今年在臺北市長馬英九的號召下，共吸引數人超過3,000多人。

Responding to Taipei City Mayor Ying-jeou Ma's call, Terry Fox Run attracted more than 3000 foreign participants this year.



大家一起來運動，準備跑出希望和夢想。

The crowd warmed up together and prepared to run for hope and dream.

## 家樂福幫幫伊 萬件衣衣撿便宜義賣活動

家樂福的溫馨快遞員 送愛心到需要的每個角落

### Carrefour Helped Needy People Cheap Clothing Charity Sale

Carrefour's warm-hearted deliver men. Delivered love to the four corners of the world in need of help



在家樂福士城店的義賣活動中，總共到了總額將近30萬元，來幫助泰北的兒童。

This charity sale raised what amounts to 300 thousand dollars to help children in northern Thailand.



許多的民間熱情的參與義賣會，以實際的行動，呼籲世界這被世界遺忘的角落的孤兒們。

A lot of people took part in the charity sale, acted out to show their concern for forgotten orphans of Asia.



家樂福士城店店長吳淑儀積極帶頭不落人後，鼓勵民間一同參與。

Carrefour TC store manager Monica Wu encouraged citizens to join in her own initiative.

一枝筆，一件二手衣對難民村貧童來說，擁有這些就是幸福！

在遙遠的泰北有一群人，他們跟我們有一樣的皮膚、血液，但卻過著與台灣人天差地遠的生活！這群人過去被稱為「孤軍」，是民國49年後隨著國軍部隊撤退到泰北的難民，在這1百多個華人難民村裡，約有10多萬的人口，他們無法發聲、生活毫無保障、身處異鄉求助無門，連溫飽都成問題，更遑論下一代子女的教育問題！

家樂福文教基金會和伊甸基金會秉持著愛無國界的精神，募集救援泰北華人難民村的貧苦兒童購買文具用品，減輕現有物資短缺的困境。「家樂福幫幫伊—萬件衣衣撿便宜義賣活動」，活動現場提供萬件新衣，透過義賣的自發性募捐力量，所募得的三十萬元，全數幫助泰北貧民村的兒童；關心藏匿在身邊的弱勢族群，讓黑暗的角落越來越少，並提升台灣人民的國際援助視野，包容多元文化族群，間接促進國際交流。

A pen or used clothing for poor children in refugee village is happiness!

People who live in remote northern Thailand have the same blood in their veins as we do; however, they live a life quite distinct from Taiwanese! These people used to be so-called "wandering soldiers" are refugees who retreated to northern Thailand with KMT troops in 1950. These 100 or so Chinese refugee villages have a population around 100 thousand who can barely make themselves heard, live insecurely and helplessly in a foreign country, hardly have their needs met, let alone provide descendants good education!

Insisting on the spirit of love sans frontiers, Carrefour Cultural and Educational Foundation and Eden Social Welfare Foundation raised funding to buy children in Chinese refugee villages in northern Thailand stationary and mitigated shortage of supplies. "Carrefour Helped Needy People—Cheap Clothing Charity Sale" provided tens of thousands of new clothes; charity sale generated voluntary donations and raised 300 thousand dollars that all went to children in refugee villages in northern Thailand; care about minority groups near you, alleviate world's suffering, improve Taiwan people's vision of international aid, tolerate multicultural groups, and promote international interaction.



# 愛心紅Bra

## 衣飛到泰北

### Send Red Bra of Love to Northern Thailand

讓愛飛到泰北 家樂福千里傳愛

「愛心紅Bra·衣飛到泰北」公益活動以愛心為出發點，運用最貼近人心的紅色內衣，串連成一個跳動的愛心，而台灣，就是這愛心的發起之地，更是亞洲之心的

代表，家樂福以及各界等企業體都參與此活動。

鑒於泰北華人難民窘迫的景況，家樂福期待引起國內自發性的募捐力量，透過內衣競標為泰北兒童籌募教育基金。特別與伊甸基金會、「Eazy shop」合作，舉辦「愛心紅Bra·衣飛到泰北」活動，除了現場競標廠商捐贈的10套內衣以外，並將拍賣所得捐給泰北地區的孩子，當作教育經費；活動吸引數千人參加，由學生以及模特兒圍繞著六百件紅色內衣，排成一個愛心團隊，共同宣示散播熱情火紅的愛，及幫助亞細亞救援行動的開始，將國人的愛傳送到泰北同胞身上，活動現場充滿濃濃的溫馨與關懷，讓所有參與的朋友深深感受到紅Bra所散發的火紅愛心。

#### Sent Love to Northern Thailand, Carrefour's Love Reached Thousand Miles

Based on love, charity "Send Red Bra of Love to Northern Thailand" completed a beating heart by red bras; Taiwan was the origin of this love and representative of heart of Asia. Carrefour and many enterprises all took part in this activity.

Concerning predicament of Chinese refugees in Northern Thailand, Carrefour hoped to take initiative and evoke voluntary donations on this island by auctioning bras to raise educational fund for children in northern Thailand. Carrefour, Eden Social Welfare Foundation, well-known bra companies held "Send Red Bra of Love to Northern Thailand." Ten bras were donated by companies and the donation went to educational funds of children in northern Thailand. This event appealed to thousands of people; students and models circled six hundred red bras and formed a team of love to send their love to help relief efforts in Asia. Send love of people on this island to citizens in northern Thailand. The air was full with warmth and caring allowed participants to feel love from red bras.



廠商捐贈的六百件紅色內衣，排成愛心圖樣，為這「愛心紅Bra·衣飛到泰北」活動揭開序幕。

Six hundred donated red bras were a shape of love which was the prelude to "Send Red Bra of Love to Northern Thailand."



台北市社會服務發展局、伊甸基金會主任或中心主任朱永祥以及家樂福文教基金會代表等共同出席在新光三越所舉辦的「愛心紅Bra」記者會。

Shin Kong Mitsukoshi Dept. was one of the co-hosts of "Red Bra of Love"; participants included Chief of Taipei Bureau of Social Affairs Yen-ling Ku, Head of Life Center at Eden Social Welfare Foundation Young-shan Chu, and representatives from The Carrefour Cultural and Educational Foundation.



### 打造健康城市 家家幸福快樂

為提倡全民休閒運動，鼓勵全民參與健康活動，讓健康活動以更趣味的方式延伸至公益行動，將運動健康的精神推廣至全民；家樂福積極的參與各項體育活動，從愛心到慈善，由社區至親子，家家快樂又幸福最首要的元素就是健康；不論是健走活動、馬拉松比賽、龍舟競賽，走向戶外，迎向陽光，增添健康活力因子，讓身體跟著家樂福一起動起來！

### 家樂福啦啦隊熱情

#### 加油不落人後

我們號召家樂福員工組成熱情啦啦隊，在每一場為健康而跑的競賽中，成為現場的另一個焦點！熱情的加油口號及舞蹈，鼓舞所有參與競賽選手跑出好成績，也為現場的溫暖氣氛增添活力！家樂福與民衆一起，為選手加油打氣，為全民健康打氣！

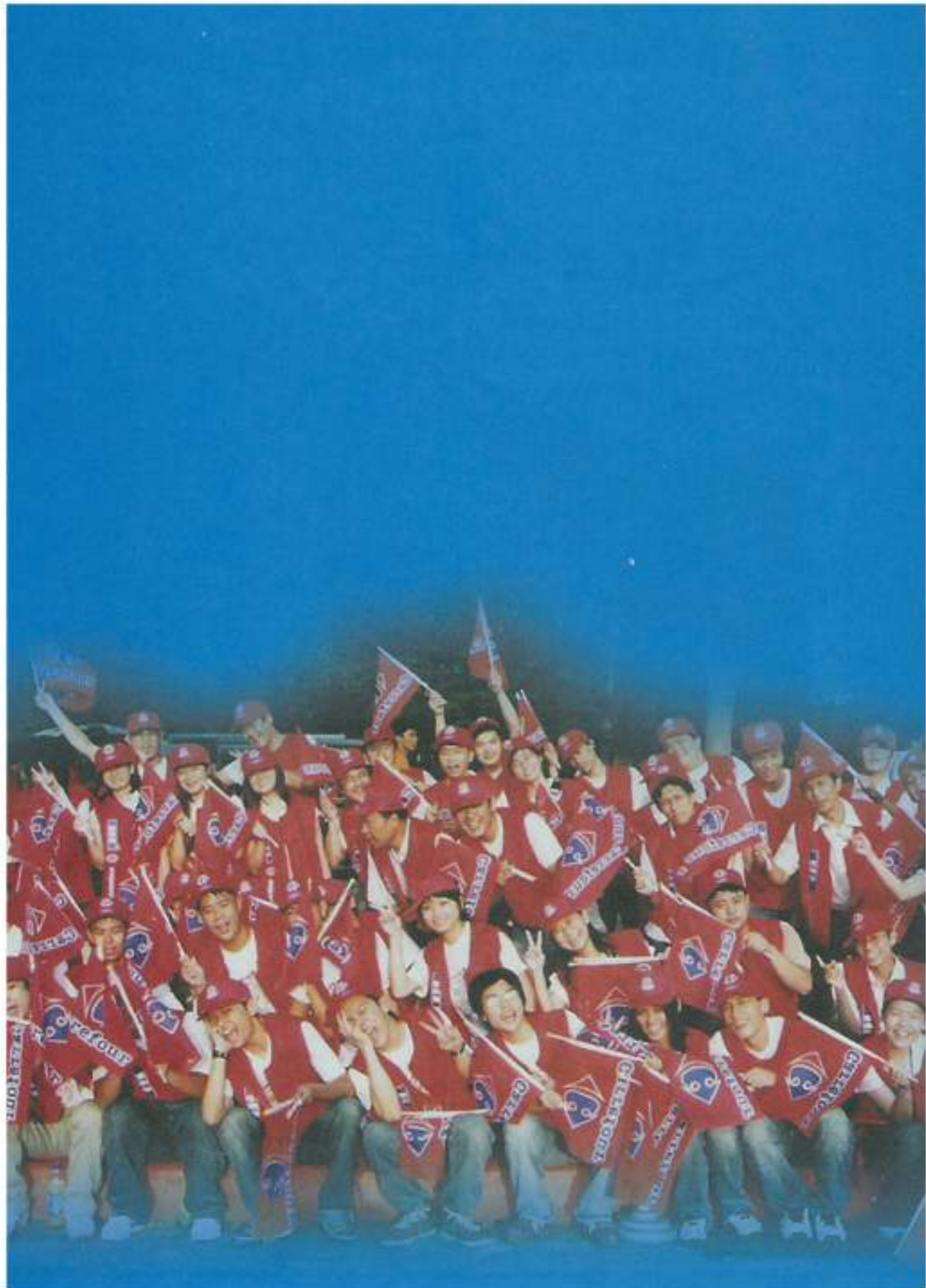
### Create a Healthy City Every Family is Happy

To promote sports for all people, encourage all people to participate in healthy activities, integrate healthy activities into charity work, and spread healthy spirit of sport to all people. Carrefour is active in taking part in sports of any form such as charity, community and parent-child activities because health is the essential element of a happy family. No matter it's necking, marathon, dragon boat races, just step outside, embrace the sunshine, and be healthier, exercise your body with Carrefour!

### Carrefour Cheer Team's Passion Was Greater Than Others

We recruit Carrefour employees to form a cheer team that is another highlight in each race that runs for health, affecting slogan and routine inspired all contestants to attain high performance and brought vigor to the warm atmosphere on site! Carrefour cheered on the contestants and everyone's health with the crowd!

體  
育  
Sport



# 金石國際馬拉松

## Jinshih International Marathon



清晨初陽熾升，參與的民衆在鬧聲中，趕早準備跑鞋，準備面對今日的大陽。  
At dawn, participants warmed up preparing to face today's sun.

整合觀光資源 帶動地方的繁榮

一起見證3000位選手的堅持及毅力

金石馬拉松是國內路線風景最優美的路跑活動之一，整合北縣及地方鄉鎮資源，讓路跑活動也能帶動旅遊及休閒需求。

2004年金石馬拉松運動，特別受到中華職棒聯盟的大力支持，他們組隊相互嗆聲挑戰速度，並由家樂福文教基金會為跑者獻上戰衣。



家樂福文教基金會總經理吳加驊獻上跑衣給國棒隊選手

Carrefour Cultural & Educational Foundation Executive Officer Nelson Wu present the marathon T-shirt to famous baseball player.

Integrate tourist resources and improve local citizens' identity.

Please witness 3000 contestants' persistence and stamina.

Jinshih International Marathon is one of the most scenic jogging itinerary on this island that integrated resources of Taipei County and local towns and promoted local tourism and leisure activities.

Jinshih International Marathon 2004 was particularly sponsored by the Chinese

Professional Baseball League. They formed teams to challenge with each other; Carrefour Cultural and Educational Foundation presented the uniform to the commission.



金石馬拉松在職棒選手的起跑中，正式揭開序幕。  
Professional baseball players started running was the official prelude to this event.

### 金石國際馬拉松開跑 三千選手迎著晨曦開跑 沿途海天一色

在金山及石門海岸晨曦中透著薄霧時，包括日本、蒙古的四名世界級選手、奧運職棒明星和三千多名選手沿著金山、石門美麗海岸線競技，加入馬拉松行列的台北縣副縣長曾參寶致詞指出，「慢跑是健康、方便、舒服的休閒運動」，他希望所有的選手，在比賽競爭中，也能享受沿途優美雅致的北海景觀。

Jinshih International Marathon set off when three thousand contestants ran at dawn.

Four world-caliber contestants from Japan and Mongolia, Olympian professional baseball players, and more than three thousand of contestants ran along beautiful misty coast of Jinshan and Shihmen at dawn. Taipei County Deputy Mayor Shen-pao Tseng said in his speech that "Jogging is a healthy, convenient, and comfortable leisure activity." He hoped that all contestants could also enjoy beautiful scenery of the north coast.



一邊碧海青天，另一邊是層巒起伏的山巒，跑在北海岸的晨曦風光，馬拉松的腳不再酸疼了。

With blue ocean and bright sky on one side and mountains on the other side, it's no longer a hard work to run with scenic beauty of north coast in sight.

# 台北國際馬拉松暖身賽

在台中/高雄

## Taipei International Marathon Warm-Competition in Taichung and Kaohsiung



台中市副市長蕭家瑛(左二)、家樂福文教基金會執行長田中玉(左四)、ING 安聯人壽總經理陳玉輝(左三)一同點燃起跑槍聲。

Deputy Mayor of Taichung Heiso Chia-eh, Camelot Cultural and Educational Foundation executive Ailan Tien, and ING Amlia Life Insurance Co manager Pei-yao Cheng fired the starting guns together.

只要一雙球鞋，不分男女老幼皆能參加，家樂福為提倡全民健康運動，歡迎民衆一起參與，一起跑出健康與快樂。

美國馬拉松英雄 Jerry Dunn 說：「我靠著跑步，來提醒自己如何融入生命的循環中。」由於工作性質之故，經常需要在世界各地四處跑，所以練就了「提著行李追飛機」的本領，這也開啓了我學習慢跑的一個契機！誠摯地邀請您，邁開步伐動起來，為自己、為家人、為某一個理由，一起跑向健康吧！

**跑，其實不只是雙腳交替的運動而已，跑，可以跑出窈窕身材、跑出健康、跑出美麗聰明、跑出快樂，甚至可以跑出不一樣的人生！**

### 台中馬拉松暖身賽

**參加人數破紀錄，為中部地區有史以來最大馬拉松**

在台中都會公園舉辦的中區馬拉松暖身賽，吸引了五千多名愛好路跑的民衆參加，創下台中馬拉松路跑人數紀錄！當天適逢情人節，不少情侶一起甜蜜參予活動，更有參賽民衆上台演出「求婚記」，希望藉由馬拉松與 Family Day 活動告別單身，在女友感動落淚與參加民衆的鼓掌聲中，圓滿達成心願，跑出了幸福與希望，與女友展開另一段人生的馬拉松路程！

### 高雄區馬拉松暖身賽

**視障國手成焦點，奧運選手為賽事掀高潮**

高雄市副市長姚高橋、總統府公共事務室卓春英副主任、行政院南部聯合服務處尤宏執行長等中央與地方長官共同參與高雄暖身賽活動，邀請全民為健康、為公益而跑。奧運選手吳文騫、許玉芳以及視障國手張凱亮也報名參加，為賽事掀起陣陣高潮，顯示馬拉松暖身賽活動已成為全民的關注焦點。



家樂福的員工們用熱情的加油聲，為馬拉松開跑序幕。

Carrefour staffers' passionate cheering was the prelude to this marathon.

All you need is a pair of sneakers; people of both gender and any age can all join. In order to promote all-people exercise, Carrefour welcomes citizens to take part in and run for health and happiness.

American marathon man Jerry Dunn once said "I run in order to remind myself how to throw myself into the circulation of life." Owing to my job, I had many chances of traveling around the world; therefore, I required the skill of "chasing the plane with luggage." This was my starting point for learning to jog! I sincerely invite you to hit the road and run for yourself, family, or some specific reason, and health!

Running is more than leaving the ground during each stride; running will bring you a lovely figure, health, beauty and intelligence, happiness, and even a different life!

#### Taichung Marathon Warm-up Competition

A record-breaking amount of participants, it's the greatest marathon in history.

Carrefour would certainly fully sponsored this activity combining sport and charity; Carrefour Cultural and Educational Foundation also provided each participant delicious lunch boxes to cheer up for them, hoping that actions would pass on this meaningful activity in Taiwan.

Central marathon warm-up competition held in Taichung urban park attracted more than five thousand running aficionados to join and set a unprecedented record of participants in Taichung! That day happened to be the Valentine's day, so many couples took part in together. A participant even "popped the question" on stage in hope of ending his single life with marathon and Family Day event; with girlfriend's tears and participants' clapping his dream came true he earned his happiness and hope and started a different marathon of life with his girlfriend!

#### Kaohsiung Marathon Warm-up Competition

Vision-challenged national team athlete was the focus, Olympians climaxed this event.

Central and local officials such as Deputy Mayor of Kaohsiung Kao-Chiao Yao, Chao Chun-ying, deputy public affairs director at the Presidential Office, Yu Hung, the executive at the southern office of the Executive Yuan participated in the warm-up competition in Kaohsiung and invited citizens to run for health and charity. Olympians Wen-chien Wu, Yu-fang Hsu and vision-challenged Kai-liang Chang singed up for this competition and won the top prized and climaxed this event; it proved that warm-up competition had attracted all citizens' attention.



家樂福加油團隊，在終點線上，為耐力不懈的選手們打氣。

Carrefour cheering team cheered up for persistent contestants at the finish line.

2004 New Year's Flag Hoisting Ceremony and Road Running

2004  
元旦升旗暨路跑活動



家樂福文教基金會執行長田中玉與台北市長馬英九一起為路跑活動開場暖身與市民敬謝旗幟，為2004年的元旦帶來青春與活力的氣息。

Allen Tsai, CEO of Carrefour Foundation and Taipei City Mayor Ying-jen Ma demonstrated warm-up exercises for the crowd attending road running and brought youthfulness and vigor to the New Year of 2004.



早安2004臺北城 向2004年  
第一天說早安

元旦升旗典禮結合路跑活動，已經成了每年元旦市府的重點活動，幾年下

來凝聚了不少死忠的慢跑迷，每年到了元旦這一天一定要到場參加，是個既愛國又健康的活動。路程總長3公里，堪稱是2004年全台灣最早的升旗暨路跑活動，所有參與路跑的民衆，可以看見2004年的第一道曙光，並且一起跑向總統府參加今年總統府的升旗，意義深遠。

為了與所有民衆一起向2004年的第一道曙光說早安，家樂福特別提供2004件T恤、2004面小國旗及2004張國旗貼紙贈送給路跑民衆。

七時三十分，當青天白日滿地紅的國旗緩緩升起時，朝旭也同時在東方的二重山升起，為早起迎接新年的所有民衆帶來光明與溫暖。

Good Morning Taipei 2004

Say Good Morning to Taipei on the First Day of 2004

New Year's flag hoisting ceremony and road running have been the highlight of municipal government's New Year activity each year. Years later, there have been a growing number of diehard jogging aficionados who must attend the ceremony on New Year each year since it is a patriotic and healthy activity. The total jogging length was three kilometers; these were the earliest flag hoisting ceremony and road running activity on the island in 2004. People who participated in road running got to see the earliest break of dawn in the year of 2004 and ran to the presidential hall to join this year's flag hoisting ceremony—this was meaningful.

In order to greet to the earliest light of the day of 2004, 2004 T-shirts, 2004 small flags and 2004 flag stickers were handed out to people attending road running.

At seven thirty, when the "blue sky, white sun, red earth" banner gently rose up and sun rose up in the east, light and warmth were brought to people who greeted to the New Year.

# 百萬聚樂步

## 健走活動

### Million Steps of Fun-Trekking

#### 「永遠向前」的遠觀精神

「健走」近年來在「飛躍羚羊」紀政小姐的親身帶動之下，已逐漸成為台灣的全民運動。讓我們全家攜家帶眷遶陣走，就從「健走」開始來愛護自己的身體，用健康來為國家節省醫療支出，共同為未來走出健康！走出希望！

#### 全家遶陣走、百萬聚樂步

在臺北縣風景優美的八里左岸、台中國立自然科學博物館等地，家樂福文教基金會與「飛躍羚羊」紀政小姐所舉辦「全家遶陣走、百萬聚樂步」健走活動，以健走運動來守護自己及家人的健康！推廣宣導「每日一萬步，健康有保固」的健走運動觀念。

#### 每日一萬步，健康有保固

惰性，讓人不易養成規律運動的習慣，許多人更是在健康亮起紅燈後，才下定決心開始運動，因此，「百萬聚樂步」健走活動的目的，就是希望促成百萬國人養成健走運動習慣，家樂福文教基金會希望透過健走運動的推廣，為全民的健康盡一己之力。

#### The optimistic spirit of "moving on"

Ms. Chi Cheng, the leaping antelope" has led "trekking" to popularity among people in Taiwan. Bring your whole family to participate in trekking and start to take care of your body. Use health to cut down national medical expenses and be healthy in the future! Trekking brings hope!

#### Bring whole family to trek, million steps of fun

"Bring whole family to trek, million steps of fun" was held by National Taichung Museum of Science, Carrefour Cultural and Educational Foundation, and Ms. Chi Cheng, the leaping antelope" in scenic Bali, Taipei County. Trekking keeps you and your family in good condition! Promote the concept of healthy trekking "ten thousand steps guarantee health."

#### Ten thousand steps guarantee health.

Sloth prevents people from regular exercise. Many people only decide to work when suffering from illness; therefore "million steps of fun" is hoping that millions of citizens will develop the healthy habit of trekking. The Carrefour Cultural and Educational Foundation hopes to promote trekking and introduce exercise to rural area for the sake of citizens' health.



國立自然科學博物館入口廣場，舉辦「全家遶陣走、百萬聚樂步」健走活動，讓民眾體驗健走樂趣。

"Bring whole family to trek, million steps of fun" trekking activity was held on the square in front of the entrance to the National Science Museum to allow citizens to experience the fun of trekking.



熱情的民衆們，跟著舞台上運動員，熱身四肢筋骨，準備開始今天的健走活動。

Passionate citizens followed instructions of teachers on the stage to warm up before today's trekking.



# 台北國際龍舟錦標賽

## Taipei International Dragon Boat Competition



以往都選擇任職牛頭台北市府英九，今年首度轉任操槳手。東福市府首禮陳將士用器

Taipei City Mayor Ying-jou Ma who used to have the job of beating the drum decided to join paddling this year to lead their team to get first.

### 端陽五月天 台北龍舟情

划龍舟本是中國人祭祀水神的消災祈福儀式，其後衍生為紀念春秋時代愛國詩人「屈原」的民俗活動。台北市除延續傳統，年年舉辦龍舟競賽外，更擴大為國際性賽事，家樂福文教基金會不僅提倡全民體育，更加促進國際文化的交流。



大佳河濱公園除了可觀賞龍舟賽外，河邊還規劃經濟區、藝文區、美食區等，均吸引大量遊客，參加民衆非常踴躍

In Dacha River Park, as well as dragon boat race, there were shops, exhibitors, stalls selling food, this event offered variety and good fun, so many people attended.

### 龍舟嘉年華 展現北市風貌

俗諺說：「五月五，龍船鼓，滿街路。」說的正是端午龍舟賽前的盛況。時至今日，划龍舟活動不但成為可鍛鍊體力及團隊精神的運動項目，觀賞龍舟競賽更是適合全家參與的休閒活動。

今年龍舟賽欣逢台北市建城一百二十週年，針對台北市的都會特色安排了一系列的藝文展演、民俗技藝表演和園遊會嘉年華等各式活動，藉此傳達台北市的國際性格，讓外國友人認識台北市的社會與人文，也讓市民更加了解自身所居住的台北城。民衆在觀賞精采的龍舟競賽之餘，一同參與這些精心規畫的各式活動，為今年的端陽更添無數樂趣。

### Dragon Boat Festival in A May Day Dragon Boat in Taipei

Rowing the dragon boat was originally a ceremony that prayed to the water god for dismissing calamity and begetting good luck, but later it turns into a folk activity in memory of the patriotic poet Qu Yuan in the warring states period. Taipei

carries out the tradition and holds dragon boat competitions each year that turn into international events; Carrefour Cultural and Educational Foundation not only promotes all-people sport but also international cultural interaction.

#### Dragon Boat Carnival Display Beauty of Taipei City

The old saying goes "The fifth of May, dragon boat with drum beating, throngs of people in the street." It portrays jubilation before dragon boat competitions. Until now, rowing dragon boat is not only a sport that shapes up physique and sportsmanship but also a leisure activity for family.

This year's dragon boat competition took place on Taipei's 120 anniversary; therefore there were a series of plays, folk arts, and fairs to display Taipei's international characteristic and to allow foreign visitors to know Taipei city's society and inhabitants; moreover citizens would better understand the city they live. After watching exciting dragon boat competitions, they took part in all sorts of activities and had more fun on this year's Dragon Boat Festival.



台北市馬市長特別頒發感謝狀給蔡台繁的康樂文化基金會

Taipei City Mayor Ying-jen Ma particularly presented an award to the representative Carrefour Cultural and Educational Foundation.

# 奧林匹克日月潭環湖馬拉松

## 暨萬人健行嘉年華

Olympic Sun Moon Lake Marathon and Trekking Carnival



參加日月潭馬拉松自行車組的小朋友及準備來趟生態之旅囉！  
Children who participated in triathlon got ready for a trip of ecology!

用腳愛台灣，為台灣的馬拉松路跑寫下新頁

2004奧林匹亞日月潭環湖馬拉松是今年最受矚目的一場賽事，這場馬拉松真正結合了運動與觀光，對參加者而言，更是自我極限與大自然間的一種挑戰。

日月潭環湖馬拉松，吸引了近三千名民衆前來參與，更有一群要挑戰百馬的跑者躍躍欲試，希望能打破自己的最佳紀錄，還有奧運馬拉松長跑選手—許玉芳，以及

超級馬拉松選手—林義傑，都一同齊聚南投，挑戰此次日月潭環湖馬拉松。

家樂福文教基金會帶領員工們一起來參與本次盛會，挑戰日月潭環湖馬拉松，希望平日專注於自身工作之外，更能培養馬拉松賽事的精神，以堅持、毅力迎向人生的舞台，並希望藉此能帶動馬拉松運動的風潮，將馬拉松運動的精神，發揚給全國每一位朋友分享。

日月潭環湖馬拉松，不僅展現了日月潭生態及美景的優勢，呈現出一件融合運動、休閒及生活的完美作品，日月潭環湖馬拉松更被定位為一場高品質的馬拉松賽事，不僅強調生態的融合，更打出垃圾不落地的環保口號，讓日月潭乾乾淨淨迎接跑友，也還給南投一個乾乾淨淨的日月潭。

Love Taiwan on foot to create a new page in history of Taiwan's marathon.

2004 Olympic Sun Moon Lake Marathon is one of high-profile competitions this year. This marathon truly combined sport and sunshine; to contestants, it's a challenge between one's limit and nature.

Sun Moon Lake Marathon appealed to nearly three thousand citizens of whom were contestants who aimed for breaking one's record; for instance marathon runner Yu-fang Hsu and super marathon runner Yi-chien Lin gathered in Nantou to challenge the Sun Moon Lake Marathon.

The Carrefour Cultural and Educational Foundation and staffers attended this event to challenge Sun Moon Lake Marathon in hope that they could develop the spirit of marathon as well as focus on work and live a life persistently. It's hoped to promote marathon and spread the spirit of marathon to each and everyone on this island.

Sun Moon Lake Marathon not only displayed ecosystem and beauty of Sun Moon Lake but a perfect work of integration of sport, leisure and life. Sun Moon Lake Marathon was defined to be a marathon of high quality that emphasized integration of ecology and gave a clean Sun Moon Lake back to Nantou.



深秋的日月潭，清晨約攝氏十七度，薄雲籠罩湖濱，漫山蒼翠層疊，逾三千名跑者在這如畫境的潭邊邁開大步，共筑創造日月潭馬拉松的歷史性時刻。

Sun Moon Lake in fall was 17 Celsius in early morning; with a misty surface of lake and verdant mountains around, about three thousand runners were to witness the historic moment of Sun Moon Lake Marathon.

新學城文化基金會為參賽選手跨湖加油

Carrefour cheer team cheered for contestants.





董事長 / 高鴻恩  
Chairman Chin Yuan-Kao

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田中玉 / 執行長  
Allan TIEN  
/ Foundation Executive chief

## 家樂福文教基金會2005活動看板 Carrefour Foundation 2005 Event Planning

活動名稱 Activity	時間 Date	地點 Place
2005年跨年健走・愛心接力 2005 Healthy Walking on Jan. 1	1	台北 Taipei
藝術巡迴-黃景相攝影特展 Art Gallery-Art Kite Exhibition	1-12	全省 Nationwide
藝術巡迴-小西園劇偶展 Art Gallery-Xiaoyuan Theater Puppet Show	1-12	全省 Nationwide
藝術巡迴-翻建世界的珍藏 Art Gallery-World Treasure	1-12	全省 Nationwide
藝術巡迴-兵馬俑特展 Art Gallery-Terracotta Warrior Exhibition	1-12	台北 Taipei
贊助2005與美荷約慈善義賣 Have a date with beauty-Charity Sale	2	台北 Taipei
贊助2005金石國際馬拉松 Sponsor 2005 Jiu Shi International Marathon	4	台北 Taipei
台北市體育春季季路跑賽 Taipei Sport Festival Road Run in Spring	4	台北 Taipei
2005台北國際龍舟錦標賽 2005 Taipei International Dragon Boat Race Championship	6	台北 Taipei
家樂福綠色嘉年华 Carrefour Green Carnival	6	台北/台中/高雄 Taipei/Taichung/Kaohsing
家樂福一日義工活動 Carrefour One Day Volunteer	6	全省家樂福 All Carrefour Stores
台北市體育夏季季路跑賽 Taipei Sport Festival Road Run in Summer	6	台北 Taipei
家樂福暑期夏令營活動 Carrefour Summer Camp	7-8	全省家樂福 All Carrefour Stores
台北市體育秋季季路跑賽 Taipei Sport Festival Road Run in Fall	9	台北 Taipei
國際風箏節 Taipei County International Kite Festival	10	台北 Taipei
兒童新樂園 Children New Paradise	4-12	全省家樂福 All Carrefour Stores

## 2004大事紀 2004 Chronicle

家樂福文教基金會獲頒文建會第七屆文藝獎“金獎”

Carefour received Bronze Trophy in the 7th Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
家樂福商場藝術巡迴展 Carefour Art Gallery	1-12	全省家樂福 All Carefour Stores
2004金石國際馬拉松 2004 Jin Shi International Marathon	4	台北 Taipei
家樂福解解字-萬件衣衣捐裡宣義賣活動 Carefour Clothes Charity Sale	4	台北 Taipei
贊助第七屆國華人壽路跑賽 Sponsor the 7th Kao Hsiu Insurance Co. Road Running	4	台北 Taipei
愛心紅Bra,送衣到臺北 Send Red Bra of Love to Northern Thailand	6	台北 Taipei
家樂福路上行用靈溜溜直接騎騎賽活動 Carefour Skating Activity	6	台北 Taipei
六月環保月-美化新世界嘉諾會 Environmental Protection Month	6	台中、高雄 Taichung, Kaohsiung
家樂福一日義工活動 Carefour One Day Volunteer	6	全省家樂福 All Carefour Stores
家樂福親子夏親子活力夏令營 Carefour Summer Camp	7-8	全省商場 All Carefour Stores
2004台北國際龍舟錦標賽 2004 Taipei International Dragon Race Championship	6	台北 Taipei
贊助2004國際奧林匹克海洋嘉年華 Sponsor 2004 International Olympics Ocean Carnival	6	台北 Taipei
贊助ING安泰台北國際馬拉松競身賽 Sponsor Taipei International Marathon	8-9	台中、高雄 Taichung, Kaohsiung
七二水災-送民生物資到南投 The Floods of July 2 2004-Deliver Relief Supplies to Nantou	7	南投 Nantou
愛在北投藝術風箏節 Love in Beitou Art Kite Festival	10	台北 Taipei
台北縣石門國際風箏節 Taipei County International Kite Festival	10	台北 Taipei
水岸光影慶雙十- 國慶宵夜 Celebration of Riverbank Double-Double Tenth Evening Party	10	高雄 Kaohsiung
又利風災-送愛心用水到桃園 Typhoon Alley-Deliver Water to Taoyuan	9	桃園 Taoyuan
第十屆泰瑞法克斯慈善路跑 The 10th Annual Terry Fox Charity Road Run	10	台北 Taipei
贊助百萬樂樂即全體健走活動 Sponsor Million Steps of Fun-Trekking	7-10	全省 Nationwide
奧林匹克日月潭環湖馬拉松暨萬人健行嘉年華 Olympic Sun Moon Lake Marathon and Trekking Carnival	11	南投 Nantou

## 2003大事紀 2003 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福婦女會 合贏人生-愛心義賣會 Carefour Women's Charity Donation	1/18	台北 Taipei



活動名稱 Activity	時間 Date	地點 Place
2002年簡介出版 Publication of 2002 Brochure	2	全省 Nationwide
家樂福兒童藝術季 - 畫畫藝術展 Art Exhibition in Carrefour Store	3-12	全省賣場 All Carrefour Stores
家樂福兒童藝術季 - 奇幻童年展 Carrefour Children Art Festival	3/29,3/30	全省賣場 All Carrefour Stores
家樂福愛心捐贈 Carrefour Winner's Charity Donation	3	全省 Nationwide
贊助92年全運會-金山馬拉松 Sponsor 2003 National Athletic Meet-Gold Mountain Marathen	4/20	台北縣 Taipei County
徵文與母親節活動 Essay Contest and Mothers' Day Greeting Activity	3	全省賣場 All Carrefour Stores
家樂福暑期夏令營 Carrefour Summer Camps	5,8	全省賣場 All Carrefour Stores
家樂福中秋藝術餐宴 Carrefour Moon Festival Art Banquet	9	高雄 Kaohsiung
第七屆家樂福兒童寫生嘉年華 The 7th Annual Carrefour Children Drawing Festival	9-11	台北 Taipei
第七屆家樂福兒童寫生嘉年華 The 7th Annual Carrefour Children Drawing Festival	9-11	台中 Taichung
第七屆家樂福兒童寫生嘉年華 The 7th Annual Carrefour Children Drawing Festival	9-11	高雄 Kaohsiung
贊助92年全運會活動 Sponsor 2003 National Athletic Meet	10	台北縣 Taipei County
2003台北國際馬拉松 2003 Taipei International Marathen	12/21	台北 Taipei
家樂福聖誕博覽會 Carrefour X'mas Charity Activity	12/25	台北 Taipei

## 2002大事紀 2002 Chronicle

活動名稱 Activity	時間 Date	地點 Place
基金會網站更新 Carrefour Foundation Website Renew	1-12	全省 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	1	家樂福嘉義賣場 Carrefour Chia Yi Store
贊助民政府 - 天母蘭園公園公園改造落成暨環保嘉年華活動 Sponsored Tien Mou Lang Sin Park Reopen	1/19	台北 Taipei
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours - Carrefour Ping Tang Store	2	家樂福屏東賣場 Carrefour Pin 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 Carrefour Tu Chen Store
贊助第九屆台北少年青少年國際飛碟射擊大賽 Sponsored Taipei International Youth Chopin Piano Contest	3	全省 Nationwide
贊助世界視望畫 - 展望家園活動 Sponsored World Vision Taiwan-Sweet 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 Carrefour Tan Hsin Store
母親節系列活動 - 家樂福【我的母親卡】兒童徵卡活動 Mother's Day Activities Series - Mother's Day Card Collection	4/1-5/12	全省 Nationwide





活動名稱 Activity	時間 Date	地點 Place
2002第一次董事會 (第三屆第一次) The 1st Board Meeting of 2002	4/19	屏東墾丁 Pingtung, Kenting
家樂福藝術饗宴 - 胡華農公演 - 柔韻再來 Carrefour Art Banquet - Hu Hua-Nong Performance - Rhythm Again	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 Nationwide	5	全國 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	5	台北家樂福汐止賣場 Carrefour Hs Club Store
贊助台北市社會局 - 大手牽小手親子表孝心活動 Sponsored Department Of Social Welfare Taipei City Government	5/12	台北 Taipei
贊助中二高通車前系列活動-奔馳在城鄉的動脈 Sponsored the Pulse Between Cities, Pre-activities of Second Central Highway Opening	5 Nan-Tai	南投 Nan-Tai
母親節系列活動 - 第五屆夏日徵文 - 齊家媽媽經 Mother's Day Activities Series - The 5th Summer Essay Contest - Mothers' Story Collection	5	全國 Nationwide
贊助國華人壽高齡的親善活動-健康向前跑 Sponsored Kuo Hua Life Road Running	5/19	台北 Taipei
贊助2002全民奧林匹克恆春海上長泳大會 Sponsored Long Distance Swimming of Taiwan Olympics in Heng-Chuen	5/26	屏東墾丁 Pingtung, Kenting
家樂福關懷環保系列活動 - 環保樹膠展 Carrefour Care The Earth Activities Series - Recycle Sculpture Exhibition	6/1-6/30	全省家樂福16家賣場 Carrefour 16 Stores
2002家樂福關懷環保系列活動-6/5世界環境日淨灘淨山淨家園活動 Carrefour Care the Earth Activities Series - 6/5 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 Carrefour 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 Carrefour Chung Li Store
家樂福科學環保夏令營 Carrefour Science & Environmental Protection Summer Camps	7/27,8/10,8/31	全國 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	8	家樂福南投賣場 Carrefour Nan-Tai Store
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	9	高雄家樂福愛河賣場 Carrefour Love River Store
第六屆家樂福兒童寫生比賽 - 彩繪風箏年年華 The 6th Annual Carrefour Children Drawing - Kite Painting Festival	9/15	台北縣新莊市立體育場 Taipei county
家樂福中秋藝術饗宴 - 藝人神韻演出 Carrefour Moon Festival Art Banquet - U Theatre Performance	9/21	台中新市政中心預定地 Taichang
協辦台北縣石門國際風箏節 Co-sponsored 2002 Taipei County Shimen International Kite Festival	9/28-9/29	台北縣石門鄉 Taipei, Shihmen
贊助台北福利聯合會-社區相連家愛更相隨活動 Sponsored Community in Connection- Love is Family, Taipei Benefit United	9/28	台北 Taipei
贊助士林區蘭園里 - 華蘭超々一土、全家樂 Sponsored Tien-Miao-Lang-Sia-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 Hsin-Lien Store
第六屆家樂福寫生比賽-彩繪風箏年年華 The 6th Annual Carrefour Children Drawing - Kite Painting Festival	10/26	台中國立自然科學博物館 Taichung Museum of Natural Science
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比賽 - 彩繪風箏年年華 The 6th Annual Carrefour Children Drawing - Kite Painting Festival	11/9	高雄科學工藝博物館 Kaohsiung National Science And Technology Museum
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 (第三屆第二次) The 2nd Board Meeting of 2002	11/12	台北 Taipei



## 2001大事紀2001 Chronicle

家樂福文教基金會獲頒文建會第五屆文藝獎「金獎」  
Carrefour received Gold Trophy in the 5th Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
基金會網站更新 Carrefour Foundation Website Renewed	1-12	全省 Nationwide
贊助新知文化事業「白堊紀恐龍世界」展覽活動 Sponsored "Cretaceous Dinosaur 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	全省家樂福商場 24 Carrefour Stores
贊助新世紀愛的奧運會 Sponsored New Century Love Fair	2/25	台北 Taipei
2000年簡介出版 Publication of 2000 Booklet	3	全省 Nationwide
贊助九歌兒童劇團「城堡新傳奇」 Sponsored Song Song Song Theatre "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	全省家樂福商場 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
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
家樂福歡樂家嘉年華 Carrefour Summer Camp	7/8, 7/22, 8/12	全省 Nationwide
贊助高雄縣政府「一幣之力」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 Carrefour Meia大江賣場
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 Carrefour Jong Shan Store
2001高雄藝術饗宴「優人神戲演出」 2001 Carrefour Art Banquet - 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 Carrefour Chung Cheng Store
第五屆家樂福兒童寫生嘉年華 The 5th Annual Carrefour Children Drawing Festival	10/7	國立美術館 National Art Museum

活動名稱 Activity	時間 Date	地點 Place
第五屆家樂福奇幻寫生嘉年華 The 5th Annual Carrefour 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 Carrefour Children Drawing Festival	10/20	高雄縣政府前廣場 Kinhsing County Government
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	台中家樂福中清廣場 Carrefour Chang 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 Government
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 Carrefour 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	家樂福彰化廣場 Carrefour Zhang Hua Store
2001第二次董事會（第二屆第六次） 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 Carrefour Santa Claus is Coming - Christmas Gifts Giving	12/24-12/25	全國 Nationwide

## 2000大事紀2000 Chronicle

家樂福文教基金會獲頒文建會第四屆文藝獎“金獎”  
Carrefour received Gold Trophy in the 4th Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
基金會網站更新 Carrefour Foundation Web Site Renewed	1-32	全國 Nationwide
贊助海峽兩岸「悅之情」系列活動之少年、兒童書法繪畫大賽 Sponsored Two Straits Youth and Children Hand Writing Contest	1	桃園 Tao Yuan
明華園義演 Min Hwa Yuan Folk Opera	1/15	彰化 Chang Hua
贊助2000「千禧祈福入迷」兩海燈會 Sponsored 2000 Lantern Festival	2/15-2/19	台北 Taipei
第五屆家樂福“精打細算”稅務諮詢服務 The 5th Annual Tax Consulting Service	3	全國 Nationwide
贊助中華民誼大型活動緊急救援協會籌備會 Sponsored Disaster Relief 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



活動名稱 Activity	時間 Date	地點 Place
「現代事記」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高路跑賽 Sponsored Kao Tai Insurance Co. Road Running	5/28	台北 Taipei
贊助警察節犯罪預防宣導活動 Sponsored China Prevention Festival	6/10	台北 Taipei
贊助第六屆水波腳夏季控拍暨兩岸精英錦標賽 Sponsored Shijr Road Running	6/18	台北 Taipei
第三屆夏日散文活動 - 社區管家賽 The 3rd Summer Essay Contest - Community Housekeeper	7-8	全僑 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家安樂福農場所在社區 All Carefour Stores
1999年第二輯簡介出誌 Publication of the 2nd Volume of 1999 Brochure	7	全僑 Nationwide
明華團彩燈義演 Min Hwa Yuan Jazz Folk Opera	8/5	南投 Nan Tao
贊助台南縣2000年成人禮 - 責任禮好祭 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	全僑 Nationwide
第五屆家樂福奧林匹亞路跑活動 The 5th Annual Carefour Olympic International Road Running	9/3	台北 Taipei
「謝紹財金」楊傳廣紀念餐會 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	全僑 Nationwide
贊助心靈靈樂酒會 Sponsored Prof. Ching-Yun CHIN Recital	10/8	台北 Taipei
捐贈象神與風獸災物資 Sponsored Shia Shia 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」家樂福寫生嘉年華會 The 4th Annual Hope - Carefour Children Drawing Festival	11/5	台中 Taichung
第四屆「希望」家樂福寫生嘉年華會 The 4th Annual Hope - Carefour Children Drawing Festival	11/12	高雄 Kaohsiung
第四屆「希望」家樂福寫生嘉年華會 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
贊助消防同濟救犬命名活動 Sponsored Rescue Dog Naming held by Fire Fighting Bureau	12/6	台北 Taipei
第四屆家樂福寫生嘉年華會頒獎典禮 The 4th Annual Carefour Children Drawing Festival Awarding	12/10	台北三重家樂福 Carefour San Chung Store
家樂福耶誕古早味 - 明華團世紀演出 - 武松打虎 Carefour Folklore Carnival - Min Hwa Yuan Folk Opera	12/23	台中 Taichung
贊助奧運世紀 - 滑輪橫帆 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

家樂福文教基金會獲頒文建會第三屆文馨獎「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

活動名稱 Activity	時間 Date	地點 Place
贊助1998新歲耶誕嘉年華 Sponsored 1998 Christmas Festival	1/8	新營 Hsin Ying
超越99 - 勇敢躍夢青春演唱會 Overtake 1999, Bravely Achieve Your Dream Youth Concert	1/16	花蓮 Huo Lien
第四屆家樂福「精打細算」家庭報稅諮詢服務 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節 Sponsored National Stone Sculpture Festival	3/21-4/18	花蓮 Huo Lien
人體雕塑變變變 Cosponsored the human-figure creative sculpture competition	3-4/4	全省 Nationwide
1998年第二輯簡介出版 Publication of the 2nd Volume of 1998 Brochure	3	全省 Nationwide
贊助國際飛盤大賽 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
校園網路視訊新聞廣播比賽 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 Shan 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
放眼新世界青春演講會 Embrace the New World Youth Concert	4/17	台北大佳河濱公園 Ta Chia River Park
贊助國際華親兒童文教基金會 Sponsored Single Parent Cultural and Educational Foundation	4	台北 Taipei
贊助九九之愛,親子體能康年華活動 Sponsored Love 99, Parents and Children Gymnastics Festival	5/8	台中 Taichung
贊助台灣法蘭斯馬拉松代表隊 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	全省 Nationwide
贊助「陽光九九·暢行天下」萬人直排輪溜冰活動 Sponsored Ten Thousand People In-Line Skating Parade	5/20	高雄 Kaohsiung
贊助金獎黃燭唱會-舒伯特兩百年 Sponsored Prof. Ching-Yun CHIN Recital	5/21	台北國家劇院 Taipei National Theatre

活動名稱 Activity	時間 Date	地點 Place
第三屆家樂福小畫家創意寫生 v.s. 布偶秀 The 3rd Annual Carefour Puppets Show vs. Drawing Contest	5/30	高雄中正文化中心 Kaohsiung Cultural Center
第三屆家樂福小畫家創意寫生 v.s. 布偶秀 The 3rd Annual Puppets Show vs. Drawing Contest	6/6	新竹縣立市政府 Hsin Chu County Government
贊助「特殊奧林匹克執法人員火炬繞著路跑活動」 Sponsored Olympics Charity Road Running	6/12	國父紀念館 Shu Yi Shin Memorial Hall
贊助88年兒童戲劇親子遊活動 Sponsored 1999 Children Theatre Festival	7-9	新竹 Hsin Chu
夏日徵文活動-我的偶像年代 Summer Story Essay Contest My Idol Worshipping Year	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 Hua Yuan Folk Opera	8/14	嘉義 Chiayi
真愛情人節-世紀大挑戰 True Love Challenge Activity	8/15	台北三重漢城廣場 Taipei, San Chung
1999年第一輯簡介出版 Publication of the 1st Volume of 1999 Brochure	9	全省 Nationwide
「特種才有力量」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 Sponsored Cloud Gate Dance Theatre	8-11	全國 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 Hua Yuan Folk Opera Charity Performance	11/28	高雄 Kaohsiung
921明華園歌仔戲義演-劉全逼瓜 921 Min Hua Yuan Folk Opera Charity Performance	12/11	台北三重漢城廣場 Taipei, San Chung
明華園爵士歌仔戲 Min Hua Yuan Jazz Folk Opera	12/18	台北淡水捷運 Taipei Tain Hsui MRT Station
贊助第一屆全國運動會選手之夜演唱會 Sponsored the 1st Annual National Athletic Night Concert	12/26	桃園 Tao Yuan

## 1998大事紀 1998 Chronicle

家樂福文教基金會獲頒文建會第二屆文馨獎「金獎」  
Carefour received Gold Trophy in the 2nd Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
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
青春無忌廣播魔法宅廣播劇 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

活動名稱 Activity	時間 Date	地點 Place
贊助「擁抱青春」新新人類勁舞大賽 Sponsored Embraces 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
贊助金慶豐音樂會 Sponsored Prof. Chang - Yiu CHEN Recital	3	國家音樂廳 National Musical Hall
贊助全國大專院校校園詩立茲獎 Sponsored the Campus Pulitzer Award	3/15-5/30	台北 Taipei
贊助「飛躍21世紀 - 跨世紀許願暨暨活虎演講會」 Sponsored to Welcome the Upcoming 21th Century Concert	3/21-4/25	屏東 Ping Tung
新休閒主張 - 關懷青少年巨星演唱會 New Recreational Proposal Youth Concert	4/4	台中 Taichung
第二屆家樂福創意寫生 vs 歡樂木偶秀 The 2nd Annual Carrefour Puppet Show v.s. 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 歡樂木偶秀 The 2nd Annual Carrefour Puppet Show v.s. Drawing Contest	5/24	台北 Taipei
明華圓歌仔戲團演出 - 濟公活佛 Min Hua Yuan Peking Opera	5/30	中壢 Chung Li
新休閒主張 - 關懷青少年巨星演唱會 New Recreational Proposal Youth Concert	6/13	台北 Taipei
贊助6家婦幼機構 - 巧克力義賣 Chocolate Charity Sales	6/13	台北 Taipei
家樂福夏日徵文 - 家家有本不一樣的經 Summer Story Essay Contest - Every Family Has Its Own Story	6/1-7/15	全省 Nationwide
贊助台中市街頭三對三門球活動 Sponsored 3 on 3 Youth Basketball Courts	4/7	台中 Taichung
1998青春開路 - 直排輪鞋壇台博覽活動 1998 Youth Path - In Line Skating Annual 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
贊助法國巴黎長笛四重奏 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
樂系月搖擺 - 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 Courts	10/10	桃園 Tao Yuan
贊助「翠苑畫山」畫展 The Cui Yuan Mountains Art Exhibition	10/10-10/25	家樂福汐止賣場 Carrefour Hsi-Chih Store
南瀛國際民俗藝術節配合活動 - 明華圓 - 蔣丁山傳奇 Min Hua Yuan Peking Opera	10/27	新營 Hsin Ying
贊助老人楷模表揚大會 Sponsored Modern Old People	10/28	台中 Taichung
贊助1998台灣區運 Sponsored 1998 Athletic Meet	9/1-10/31	台南 Tainan
贊助「東北角草標古道越野競賽」 Sponsored Taoyang Historic Trail Cross-Country Race	11/1	宜蘭 Yi Land

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 Gao

## 1997大事紀1997 Chronicle

家樂福文教基金會獲頒文建會第一屆文藝獎“銅獎”  
Carefour received Bronze Trophy in the 1st Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
第二屆家樂福“精打細算”家庭報稅諮詢服務 The 2nd Annual Tax Consulting Service	2-3	全國家樂福商場 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	台中家樂福大墩廣場 Carefour Taichung
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	高雄家樂福愛河廣場 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-Chung 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 In 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	4/19-5/4	台南家樂福中正廣場 Carefour Chung Cheng Store
家樂福小畫家寫生作品巡迴展 Tour Exhibitions 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	高雄家樂福愛河廣場 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~李清新龍 Min Hwa Yuan Folk Opera	8	台北 Taipei
1997熱青春開路 - 直排輪刀環台創紀錄 1997 Youth Path - Breaking the Record of In-line Skating and Skating Relay through Taiwan	8/1-8/3	全省 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~李清新龍 Min Hwa 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 Hwa Yuan Folk Opera	10	屏東 Pingtung
為反毒而跑 - 第二屆家樂福路跑活動 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 Carrefour Cultural and Educational Foundation was Formally Established	2	台北市 Taipei City
贊助政院籌「再造獅球王國」保育運動 Sponsor "Rebuild Bristly 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 Chang 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」國華團歌仔戲演出-劉全進瓜 Min-Hua Yuan Folk 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-Dien Clean Mountains 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中華奧運加油海报 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
贊助新店國劇舞台活動 Sponsor Hsin-Dien Pi-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、南港 Taoyuan, Nankang
「濃情蜜意」家庭系列講座II-情繫婆媳 Precious Moments Felicitous Family Lecture II	8/4-8/18	全省六縣市文化中心 Nationwide
「居安思危」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「玫瑰環保情」活動 Sponsor Hsin-Dien Roses Environment Protection	9	台北縣 Taipei County
贊助台灣省國劇推廣協會 Sponsor Taiwan Chinese Opera Promotion Association	9	台北 Taipei
贊助「敬老禮謝暨中秋」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-當媳婆亮起黃燈 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 Carrefour Road Running	11/10	台中 Taichung

# 家樂福

Carrefour  零售標文軟服世會