

TAIWAN

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Carrefour Cultural & Educational Foundation
2nd Volume of 1998

1998

活動報導

第二輯



Carrefour



財團
法人

家樂福文教基金會



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超越99，做個“關懷”的家福人！

家樂福文教基金會一直抱持著感恩的心，感謝家福同仁們在過去將近三年來給予我們的支持、鼓勵及協助，貢獻您們最大地熱誠與活力，與我們心手相連，全省“走透透”的服務廣大民眾。使家福公司不僅是量販店的龍頭老大，更擠身為積極關懷及回饋社會的愛心企業，成功的提昇企業公益形象。此榮耀正是家福同仁們“凡走過必留下痕跡”最大的印證。

邁向二十一世紀，從事服務業的我們除了以密集的促銷活動與廣告以增加銷售量之外，更應以無微不至的服務及關懷以贏得顧客的信賴。1999年，家樂福文教基金會已規劃多面向、精緻深入的家庭及青少年活動，我們希望能結合營業活動與文教工作，凝聚更多的家福人從關心自己的家人、進而關心我們的顧客與整個社會，家樂福集團將成為二十一世紀社會活化的新動力。

To be a caring Carrefour member!

Carrefour Cultural and Educational Foundation would like to appreciate the Carrefour colleagues in the support and encouragement to the Foundation during the past three years. Through the enthusiasm and effort of the Carrefour colleagues, we could serve a lot of people in different parts of Taiwan, making Carrefour one of the largest retail chain stores in Taiwan and a caring, loving company. All these help to create a positive image for Carrefour. We have to thank all our colleagues for these achievements!

In the eve of the 21st century, as a part of the service sector, Carrefour not only will increase our sales by highly concentrated advertising and promotion, but also to win the trust and confidence of our customers by providing more meticulous care and service. For 1999, Carrefour Cultural and Educational Foundation has set up a diversified, in-depth plan to reach out and touch many families and the younger generation. Our goal is to care about and hence positively influence the society by our social services. Hopefully, through our dedication and effort, Carrefour group will make this society a nicer place to live in the incoming 21st century!



家樂福文教基金會的董事鼓舞全體家樂福同仁在跨世紀時代中做個關懷社會人文的家福人。
The board of directors inspire all Carrefour staffs to be a caring Carrefour member.

家家快樂幸福系列活動一 1998家樂福台北國際路跑活動

以新休閒主張為主題的1998家樂福台北國際路跑活動於9月20日在市府廣場鳴槍開跑！該次路跑活動，除邀請六國國際知名頂尖跑者，並有人聲鼎沸的偶像紅星任賢齊、游鴻明、彭嘉慧等共同參與，吸引了近萬民眾參加。

該活動分為10公里競賽組及3公里家樂福組，參加者除可獲得紀念帽、飲料之外並可參加400多項摸彩活動，比賽結果由摩洛哥選手Rachid Tbahi及美國選手Kelly Cordell分別獲得男、女總冠軍。



Gun Shot for Non Competition group(7:30am)
(From the left:Mr. Gabriel GARCIA, Mr. Raymond WU, Mr. Jean-Pierre AUDERBOURG, Mr. Allan TIEN, Ms. Chi CHEN and Mr. CHEN)清晨七點三十分，家樂福組要鳴槍開跑囉！包括淡水店長、基金會執行長、家福財務經理、南港店長、紀政女士等人都起個大早，為選手鳴槍！



Are you ready? Set, Go!
There were about 2,000 participants in the competition
準備好了嗎？將近2,000名好手參與競賽



People do their effort to run, who win the prize?
參與者盡情地跑，猜猜看，誰會跑第一名？



Bronze cup awarded by Mr. Gabriel GARCIA
由淡水店長頒發銅牌獎給各組得獎選手



Taipei city councilwoman Ms. Chin CHIN awarded the prize to the foreign winners.
台北市議員秦晴小姐蒞臨現場頒獎

1998 Carrefour Taipei International Road Running

1998 Carrefour Taipei International Road Running, which was devised for new recreation and fun, were commenced at the gunshot at the square in front of the Taipei Municipal Government building on Sept. 20. In addition to the 6 internationally renowned guest runners, three most popular singers were also invited to the races. About 10,000 people from the general public attended the races. The event consists of 10 Km and 3 Km races. Participants received free caps and drinks and joined prize give-away drawing(over 400 prizes). Rachid Tbahri from Morocco was the man's champion and Kelly Cordell from America was the woman's champion.



Everybody, one more time! People took a hot aerobic dance!
再來一次！有氧舞蹈讓您健康苗條好運到！



Happy to run! There were about 3,000 participants in the non-competition group.
超過3,000民眾參加家樂福組的路跑活動，全長3公里！



After running, participants reacted enthusiastically for the singer's performance and waited for the lucky prize.
路跑過後，更精彩的歌手表演活動正熱烈展開



The female and male grand prize were won by the guest runners from USA and Morocco. Gymnastic Committee Vice Chairman Mr. CHEN(Middle) awarded the prize.
男女總冠軍由受邀參加的美國女選手和摩洛哥選手獲得，並打破場地記錄，獎由體委會陳榮盛副主委頒發



The host Mr. BU and the very famous singer Mr. ZEN talked about Youth Recreation.
主持人卜學亮訪問歌手任賢齊談新休閒主張

家家快樂幸福系列活動一

“樂來月搖擺”爵士音樂會

月圓人團圓的當晚，由家樂福文教基金會與國立中正文化中心聯合主辦“樂來月搖擺”爵士音樂會，透過電腦網路與TVBS現場實況轉播，將這場兼具藝術與娛樂的音樂會傳輸到全球各地，與民眾一同渡過一個很浪漫的中秋夜。

本活動原定於中正紀念堂廣場演出，基金會特於當天準備一萬個統一月餅，讓民眾可欣賞月亮，邊聽音樂會，又可吃應景月餅，但因天公不作美，連續下了三天大雨，只好於當天臨時改在國家音樂廳舉行，參與演唱的歌手十分興奮，因為這可是流行歌手難得進入音樂廳的表演，個個都格外賣力，亦均以獨道的唱功獲得滿堂采。此音樂會是一場國內難得一見的高品質爵士演出，包括著名的阿根廷拉丁吉他手羅貝多善雅斯、台灣鼓王黃瑞豐、史提夫汪達巡演指定小號手丹尼杜雪均是演出的陣容之一。加上爵士樂甚有素養的殷正洋、黃小琥及順子，個個都以歌聲征服了全場的爵士迷。



Thousands of people patiently got in line waiting for the delivery of ticket.
群眾熱情等候音樂會的揭幕



Carrefour treated delicious mooncake to participants.
中秋夜，好吃的月餅，家樂福請大家一起嚐。



General Manager, Mr. Jean-Luc CHEREAU, was glad that Carrefour Foundation bring more happiness to the public.
家福公司總經理向聽眾致意。



Many famous pop singers and international musicians were invited to perform in this activity.
包括台灣與國際知名爵士樂手皆大展身手。



What fantastic lightening of the stage!
醉人的音樂，極炫的燈光。

1998 Jazz Concert- "Swing the Moon"

The 1998 jazz concert, "Swing the Moon", was held by Carrefour Cultural and Educational Foundation and National CKS Cultural Center on the night of the Moon Festival. This concert of art and entertainment was sent to different corners of the world via the Internet and TVBS live broadcasting, sharing a very romantic Moon Festival night with the people from different parts of the world.

According to the original plan of the Foundation, the concert should have been held at the outdoor square of the CKS Memorial Hall. The concert location had to be moved from the outdoor square to the National Musical Hall due to the weather. All the performing singers were quite exhilarated and gave their best performances!

This was a high-quality jazz concert, which included the Argentine guitarist Roberto Zayas, Rei-Fong Huang and Danny. In addition, the famous singers including Cheng-Yan Yin, Shiao-Hu Huang and Shan Tze sang at the concert and quenched the thirst of many jazz fans.



Do you feel the beat of our music? Come and dance with us!
感受到音樂的震撼嗎? 讓我們跳支舞吧!



The audience were so indulge in the beautiful music.
聽眾們陶醉在迷人的樂聲和中。



A press conference was held before the activity "Swing the Moon"
"樂來月搖擺" 記者會。

家家快樂幸福系列活動一 家樂福捐血運動

為期九天的家樂福愛心捐血運動在最“缺血”的八月天舉行，在基金會的籌劃下，家樂福各賣場成為全台最重要的血液補給站，在血庫頻頻告急的“血荒”時期，基金會準備愛心彩券，鼓勵民眾獻出熱血，此次捐血活動，全台家樂福賣場共計有六千多袋血捐出，成果豐碩，並受社會各界肯定。



Carrefour Chung-Li store.
家樂福中壢店。



Blood donation coach drove to each Carrefour store.
家樂福愛心捐血車駛入全省家樂福賣場。



Even in the blood slack season, thousands people gather on the blood donation station.
即使是血荒季節全省家樂福愛心捐血站依然人潮滿滿。



People of southern Taiwan donated eagerly their hot blood.
南台灣民眾踴躍捐出熱血。



1998 Carrefour Blood Donation Drive

Under the planning of Carrefour Cultural and Educational Foundation, 1998 Carrefour Blood Donation Drive was held in last August, which was the month that the blood shortage reached its peak. The activity lasted for 9 days and many people were encouraged to donate their blood and receive Carrefour coupon in return. There were over 6,000 bags of blood donated from our shoppers at the various Carrefour stores. This outstanding result was highly acclaimed by the society!



The Carrefour staff line up to join the blood donation processions.
家樂福同仁排隊加入捐血行列。



The Carrefour staff participated Blood Donation Drive
家樂福同仁參與捐血運動。



Carrefour Chung-Hua store.
家樂福中華店。

家家快樂幸福系列活動一 文化之賞 - 明華園新營五甲演出

基於回饋鄉里、倡導地方藝術、推動社區文化，家樂福文教基金會特別邀請譽滿中外，深受國人喜愛的明華園歌仔戲團前往台南新營、高雄鳳山市演出。明華園的歌仔戲表演，一向雅俗共賞，非常適合闔家一同欣賞。

十一月七日的新營市只可用“強強滾”來形容，因為台南各地鄉親扶老攜幼，共同聚集在台南縣立體育場觀賞明華園歌仔戲團演出“薛丁山傳奇”，正式開演前二個小時，已擠滿了等待的人潮，可說盛況空前。五甲演出的經典代表作『濟公活佛』更吸引了六千多位的鄉親父老的熱情參與。

家樂福文教基金會樂見地方藝術文化成長茁壯，希望藝術之火永遠傳遞，生生不息。



The Hsin Ying Performance draw over 8,000 people on Nov. 7
11月7日新營演出，吸引近萬民眾。



From left: Foundation Mr. Raymond WU、Secretary of Tainan Cultural Center、Representative of Hsin Ying、Mayor of Hsin Ying、Hsin Ying Store Manager Mr. CHIN 演出前新營市長，文化中心等人皆上台致詞。



Mayor of Hsin Ying thanked Carrefour Foundation for giving this meaningful performance.
新營市長特別感謝家樂福文教基金會對地方文化的貢獻

Folk Opera- Ming Hua Yuan in Hsin Ying & Wu Chia

In order to feedback our society and promote Taiwanese local culture, Carrefour Foundation invited the very famous and popular folk opera group- Ming Hua Yuan to have an excellent performance in Hsin Ying of Tainan on Nov.7 and Fong San city on Dec. 12. The performance always suits both refined and popular tastes, therefore it's very good for the whole family's participation . On those wonderful night, there were over thousands people see that with the participation of Carrefour Foundation, and more and more folk art groups, the beauty of traditional art can be more prosperous and last for good .



In the reception area people could get store DM and their promotion information. 在入場接待區，民眾可以取得五甲店活動 DM。



Even it was so far away , people still stayed there to have a glimpse of the performance. 即使距離如此遙遠，群眾依然不捨離去。



We invited Fong-San mayor , Mr. LIN to give us a opening remarks. 當晚也邀請到鳳山市長林三郎先生致詞。



The Long-Chen Temple was liven up by those fantastic lights and the crowds. 夜晚的龍成宮，被燈火以及群眾點綴得熱鬧非凡。



The Wu Chia Folk Opera attracted over 6,000 people to gather on the Long Chen Temple square. 五甲明華園歌仔戲，吸引了超過6000名的群眾擁進龍成宮廣場。

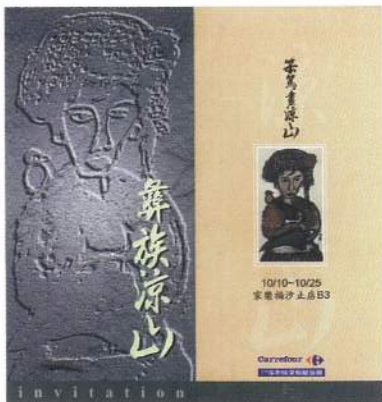


家家快樂幸福系列活動一

“笨篤畫梁山”畫展

笨篤—魏明德神父，來自法國，其畫作曾在巴黎美術館及北京中國美術館，四川美術館等地開過畫展，擅長於中國山水畫及書法，頗受國際畫壇之重視，本次畫展以大陸四川之大涼山為主題，將四川彝族的神祕與特殊，完整的呈現。讓台灣民族透過他的畫作，分享體驗不同文化的智慧，感受大自然的奧妙。

此次畫展，透過利氏學社與家樂福文教基金會的精心策劃，吸引了多國貴賓及大使前來欣賞，成功的於 10/10-10/25 在家樂福汐止店展出，民眾不僅能在家樂福享受購物，更可欣賞到大師級的畫作，是家樂福文教基金會“賣場藝術化，藝術生活化”的具體實踐。



When painting, Mr. Benoit VERMANDER always devotes himself to his work.
魏明德神父專心作畫的情景。



Mr. G'erard CHESNEL, director of Institute Fransais Taipei, was glad to join this activity.
法國在台協會主任蒞臨致詞。



A celebration for the exhibition was held in Hsie Hse store.
開幕茶會於汐止店舉行。



Lots of people participated in this beautiful art party in Hsie Hse store.
開幕茶會吸引多人參與。

“The Cool Mountains”

Chinese paintings by Benoit VERMANDER

Benoit VERMANDER, also known as Fr. Ming-Te Wei, who is from France, had his paintings exhibited in Paris Art Museum, Beijing China Art Museum, etc. He is skillful in the chinese-style landscape painting and is an internationally renowned artist. The theme of the exhibition was “Yi minority group” in the province of Szuchuan. The mystique and uniqueness of the group were fully expressed in the paintings.

This exhibition was held in the Carrefour Hsie Hse store from Oct. 10 to 25 by the join sponsorship and meticulous planning of the Ricci Institute and Carrefour Cultural and Educational Foundation. The shoppers at the store could enjoy an art master’s paintings while shopping. This exhibition realized the goal of “to bring fine arts into the Carrefour stores and our everyday life” of Carrefour Cultural and Educational Foundation.



Carrefour Foundation is willing to bring art into stores. From left to right: Raymond WU, Mr. Benoit VERMANDER, Mr. G' erard CHESNEL, journalist of Min Sheng Daily, and Selina WU.
魏神父感謝家樂福文教基金會的支持。



Mr. Benoit VERMANDER introduced his painting to Mr. Gérard CHESNEL, director of Institute Francais Taipei.
魏神父進行作品導覽。



Mr. Benoit VERMANDER (left) and his friend.
明德神父及其友人



Father DIN (right) introduces the ideas and style of Mr. Benoit VERMANDER.
丁松筠神父介紹魏神父的畫作理念與風格。

關懷青少年系列活動一

跨世紀關懷青少年策略研討會

由青年發展基金會舉辦的“跨世紀關懷青少年策略研討會”邀請家樂福文教基金會就“青少年福利、服務與企業策略聯盟”發表論文，並由吳瑞國執行長擔任引言人，獲得與會者廣大討論。

The Foundation was invited to participate in the “Trans-Centuries Youth Caring Seminar” held by Youth Development Foundation. Mr. Raymond Wu, the Carrefour Foundation’s Managing Director, addressed on the subjects of youth welfare and services and business strategic alliance, and he received enthusiastic response and discussions among the people participated in the seminar.



Speech by Vice-president Lien, Chairman of Youth Development Foundation.
青年發展基金會董事長連副總統致詞。



Mr. Raymond WU was invited to make an introduction of the seminar.
家樂福文教基金會吳瑞國執行長受邀當研討會引言人。





Cultural Contribution Award

文馨獎

第一屆文馨獎是代表企業贊助文化藝術事業而所設的榮譽。今年家樂福文教基金會獲頒文建會“文馨獎”銅牌，肯定基金會對文化藝術的貢獻與努力。獲獎猶榮，但長期致力文教事業更是家樂福文教基金會要努力的方向。

“Cultural Contribution Award” was established by Council for Cultural Affairs Executive Yuan to assist the cultural development. Carrefour Cultural and Educational Foundation was awarded with a bronze medal in the First Annual Cultural Contribution Award. The Foundation has been making the actual cultural contributions on a long-term basis.



Including President LEE and the representative of enterprises spread cultural seeds to protect the art and culture to be brought up.
包括李登輝總統和企業代表共同播撒文化藝術種子。

1998 Sponsorship

1998贊助案一覽表

- Sponsor Taipei City Government Youth Dancing Competition. 台北市政府新新人類青春勁舞大賽。
- Sponsor Kaohsiung County Government Youth Event. 高雄縣政府“舞出青春、樂在工作”
- Sponsor Ping Tung County Government “To welcome the upcoming 21th century concert” 屏東縣政府—飛躍21世紀，跨世紀許願暨聲隆活虎演唱會。
- Sponsor the Campus Pulitzer Award 贊助全國大專院校校園普立茲獎
- Love in your heart- Carrefour Chocolate Charity Sales Event 甜在你心，愛在你心-巧克力義賣活動。



Sponsor the Campus Pulitzer Award
贊助全國大專院校校園普立茲獎，培養大專青年關懷社會、關心人文及注重時事的精神。



Sponsor Taipei City Government Youth Event
台北市政府新新人類青春勁舞大賽。



Dance, but not the night away

Taipei Mayor Chen Shui-bian and Jean-Luc Chereau, General Manager of Carrefour Supermarkets, judge a dance contest outside the Lai Lai Department aftermoon. Before the contest started, Mayor Chen reminded the crowd under 18 should be sure to be home before 10:00 pm so their parents

Sponsor youth dancing competition
贊助新新人類青春勁舞大賽讓青少年Show出青春、SHOW出活力。



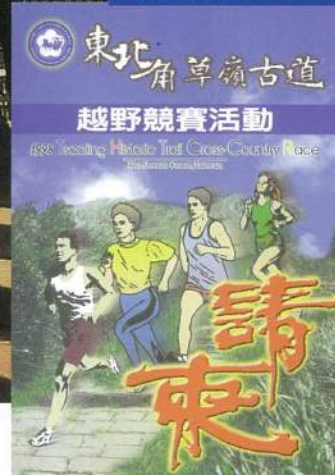
Carrefour Chocolate Charity Sales Event, all contributed 6 Child-Woman welfare agencies.
巧克力義賣所得全數贊助6家婦幼機構。

1998贊助案一覽表

- Sponsor the performance of France Quartet de Flute. 法國四重奏演出。
- Sponsor 1998 Tsaoling Historic Trail Cross-Country Race Northeast Coast, Taiwan. 東北角草嶺古道越野競賽活動。
- Professor King Recital Concert. 金慶雲獨唱會。
- Sponsor Taichung City Government 3 on 3 Basketball Game. 台中市政府三對三鬥牛賽。
- Sponsor Tao Yuan County 3 on 3 Youth Basketball Contest. 桃園縣政府三對三鬥牛賽。
- Sponsor the Model aged people 老人楷模表揚大會。



1998 Tsaoling Historic Trail Cross-Country Race Northeast Coast, Taiwan
贊助東北角草嶺古道越野競賽活動。



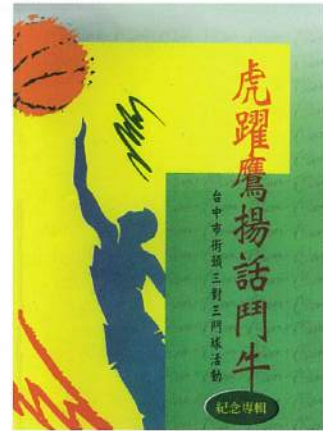
Sponsor Famous France Quartet de Flute performance. 贊助知名法國四重奏來台演出。



Sponsor Tao Yuan County 3 on 3 Youth Basketball Contest
贊助桃園縣關懷青少年三對三籃球賽。



Sponsor Taichung City Government 3 on 3 Basketball Game.
贊助台中市關懷青少年三對三籃球賽。



1999活動看板

活動名稱	地點	時間
超越99、勇敢圓夢青春演唱會	花蓮	1999,1/16
精打細算報稅諮詢服務	全省家樂福	1999,2/27.28.3/6.7
家樂福校園普立茲獎	全省	1999,2~4
花蓮國際石雕藝術展	花蓮	1999,3/21~4/18
人體雕塑變變變	全省	1999,3~4/4
國際飛盤大賽	台北	1999,3/13.14
超越99、勇敢圓夢青春演唱會	台北	1999,4
家庭小百科廣播劇	全省	1999,5
家樂福小畫家寫生 v.s. 布偶秀	高雄	1999,5/2
家樂福小畫家寫生 v.s. 布偶秀	新竹	1999,5
夏日徵文活動	全省	1999,6
家樂福環保月	全省	1999,7
超越99、勇敢圓夢青春演唱會	台北	1999,8
文化之寶明華園演出	嘉義	1999,8
情人節吹泡泡比賽	台北	1999,8/17
家樂福台北國際路跑活動	台北	1999,9/19
雲門舞集演出	全省	1999,11
跨世紀爵士化妝嘉年華會	台北	1999,12
文化之寶明華園演出	彰化	1999,12

1999 Activities Board

EVENT	PLACE	DATE
Carrefour Pop Singer Concert	Hua Lien	1999,1 /16
Carrefour Tax Consulting Service	Nation wide	1999,2/27.28.3/6.7
Carrefour Campus Pulitzer Award	Nation wide	1999,2~4
Hua Lien Stone Sculpture Festival	Hua Lien	1999,3/21~4/18
Live Human Body Sculpture Contest	Nation wide	1999,3~4/4
International Ultimate Frisbee Tournament	Taipei	1999,3/13.14
Carrefour Pop Singer Concert	Taipei	1999,4
Broadcast Drama	Nation wide	1999,5
Carrefour Puppet Show V.S. Drawing Contest	Kaohsiung	1999,5/2
Carrefour Puppet Show V.S. Drawing Contest	Hsin Chu	1999,5
Family Story Collecting	Nation wide	1999,6
Enviromental Protection Month	Nation wide	1999,7
Carrefour Pop Singers Concert	Taipei	1999,8
Folk Opera	Chia Yi	1999,8
Valentine's Day- Condom Blowing Contest	Taipei	1999,8/17
Carrefour International Road Running	Taipei	1999,9/19
Cloud Gate Dance Theatre Performance	Nation wide	1999,11
Across 21 Century-Jazz Concert v.s. Masquerade	Taipei	1999,12
Folk Opera	Chang Hua	1999,12

TAIWAN

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