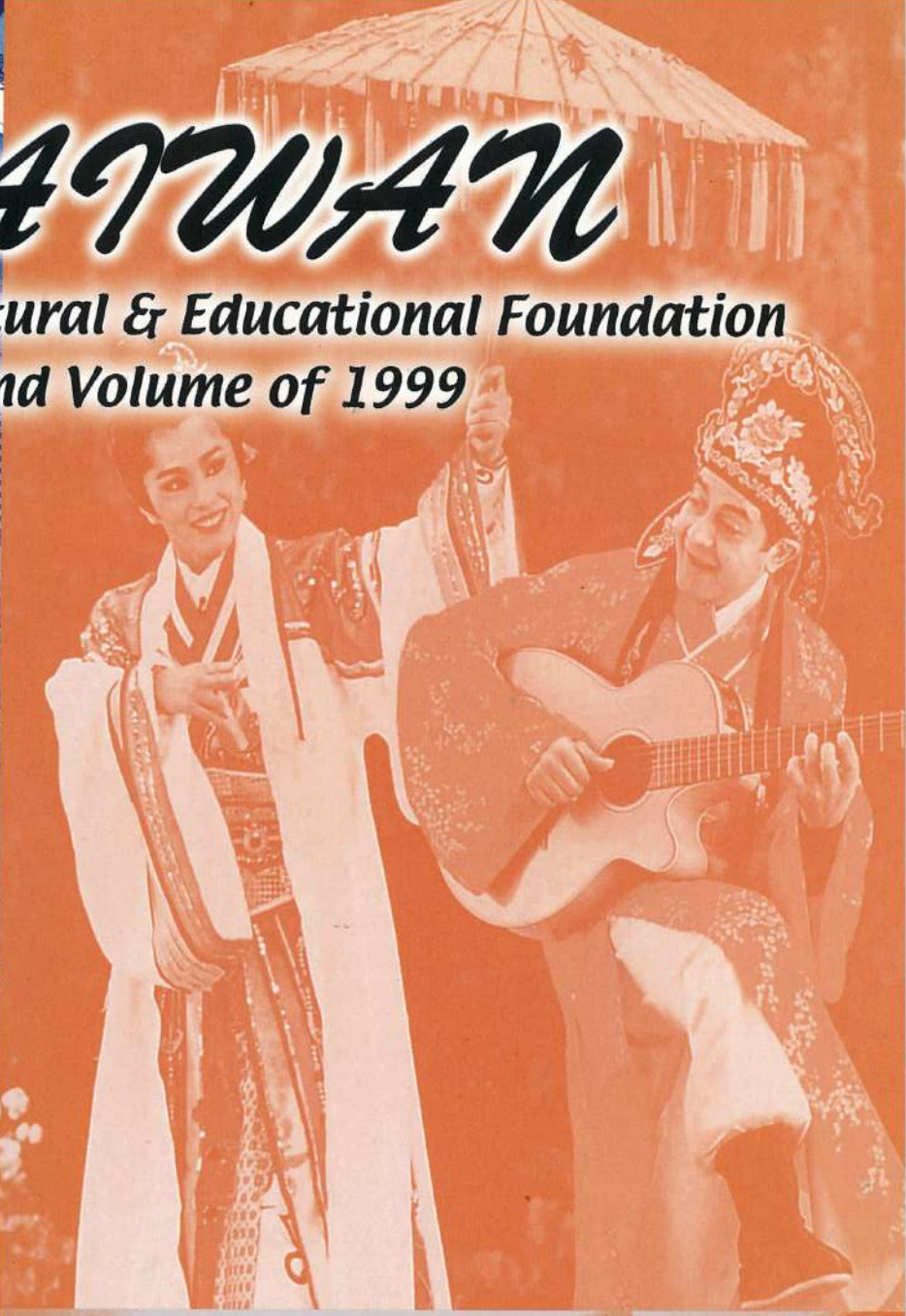


TAIWAN

Carrefour Cultural & Educational Foundation
2nd Volume of 1999



1999 活動報導 第二輯

Carrefour



財團法人 家樂福文教基金會

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家樂福文教基金會成立目的及背景

家福公司基於企業回饋社會的理念，於民國八十五年以新台幣一千萬元基金創立家樂福文教基金會以作為取之社會、用之社會的具體實踐。

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

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

Purpose and Background of the Establishment of Carrefour Cultural and Educational Foundation

With our belief of giving something back to the society, the Carrefour Cultural and Educational Foundation was established in 1996 with a budget of NT \$ 10 million to actually carry out our principle of "we should return what the society gives us." The Foundation has held a variety of activities (including the activities designed for children, youths, parents and children, senior citizens, etc.). The Foundation intends to meet the needs of the contemporary society through many cultural and educational activities to make every family a happy and blessed one.

董事變更及新組織圖

New Organization Chart

董事長：高清愿
Chairman: (Chin-Yuan KAO)

金錢買得到華麗的豪宅，買不到一家人和樂團聚的溫馨。家庭的快樂、幸福需要用心經營，每日在外忙碌奔波的朋友們，知道孩子現在多高、多重了嗎？記得孩子眼中的依戀及不捨嗎？別忘了停下腳步，回家抱抱他們吧！

Money can buy luxurious houses, but it can't buy the warm feeling of a happy family. The happiness and well being of a family needs to be carefully managed. Dear friends, you are busying your work everyday, but do you know how tall or how heavy your kids are now? Do you remember the expectation and love in your kids' eyes? Don't forget to stop for a while and go home to give them a hug!

董事 Board of Directors

馬戴偉 (Marc-David BISMUTH)	杜風瑟 (Francois de BOYER)
紀政 (Cheng CHI)	陳玲玉 (Lindy CHERN)
方亞力 (Alexandre FALCK)	林懷民 (Huai-Min LIN)
林蒼生 (Jason C.S.LIN)	申學庸 (Hsueh-Yung SHEN)
曾啓滄 (James TSENG)	田中玉 (Allan TIEN)

執行長：田中玉
Managing Director (Allan TIEN)

總幹事：吳旭慧
Executive Officer (Selina WU)

企劃群
Project Development

各賣場之參與
Carrefour Stores

各活動專案委員會
Event Committee
Member

家福公司公共事務服務處
Carrefour PASD

第三屆文馨獎獲頒 特別獎及金獎

以“生活即藝術，藝術即生活”為推廣藝文活動的初衷，家樂福文教基金會長期、有創意的舉辦及贊助社區、地方及本土藝術團體，深獲文建會多位評審肯定，再次獲頒金獎及特別獎殊榮。家樂福文教基金會感謝社會各界的肯定，更感謝在每個活動與我們一同互動成長的社會大眾。

邁向21世紀，家樂福文教基金會將挹注更多的心力與人力，與社區居民共同促進社區藝文活動，藉由社區居民之參與，由下而上，強化市民對自己社區的認同感，產生社區凝聚力，共同打造文化藝術王國新願景。

Special Award and Gold Award in the Third Wen Hsin Award

“Life is art; art is life” as its original ideal, Carrefour Foundation commits itself to popularize cultural activities on a long-term basis. It not only holds various art & cultural activities, but also sponsors many local art groups. Its efforts was proved by the Council for Cultural Affairs and it was granted the Gold Award and Special Award again. Carrefour Cultural and Educational Foundation appreciates the encouragement from the public and gives its thanks to everyone who has attended Carrefour held activities.

Moving forward to 21st century, Carrefour Foundation will contribute more efforts and human resources, together with local people, to improve the community art and cultural activities. By the participation of local people, it is hoped that the community identification be enforced and the cooperative spirit be created, so to rebuild Taiwan as a country of art and culture.



家樂福夏日徵文活動

我的偶像年代

由家樂福文教基金會以及中國時報浮世繪版主辦、飛碟聯播網協辦的夏日徵文活動，今年邁入第二年。藉著“我的偶像年代”這個活潑生動的主題，吹起了一陣全民討論熱潮，電台的 call-in 大放送，家樂福全省賣場超ㄍ一ㄎ、且創意十足之收件箱，更讓此活動刷新中國時報浮世繪版投稿人數的新高紀錄。活動在緊張刺激的『家樂福瘋狂大搬家及好禮大方送』抽獎高潮下畫下完美句點。



家樂福花蓮店創意投稿箱
The creative essay drop-box in Hua Lien store



本活動大獎由執行長田中玉抽出
The 1st prize was picked by Managing Director Allan TIEN



家樂福嘉義店創意投稿箱
The creative essay drop-box in Chia Yi store



家樂福愛河店創意投稿箱
The creative essay drop-box in Love River store

1999 Essay Contest

“My Idol Worshipping Years”

This is the second annual essay contest, which was held by the Foundation, the Essay Division of the China Times and the UFO Radio Station in the summer of 1999. The theme of this year’s contest was “My Idol Worshipping Years.” A lot of people participated in the contest and the call-in to the UFO Radio Station. The conspicuous and highly creative essay drop-boxes placed in different Carrefour stores in Taiwan attracted a record-high participants to submit their essay in the contest. The contest was ended by “Carrefour Crazy Giveaway Lucky Draw Activity.”



主辦單位與中國時報主編合照
Carrefour Foundation and Chief Editor of China Times, the co-sponsor



家樂福崇德店創意投稿箱
The creative essay drop-box in Chung Teh store



家樂福三重店創意投稿箱
The creative essay drop-box in San Chung store



家樂福中華店創意投稿箱
The creative essay drop-box in Chung Hua store



『家樂福真愛情人節』

情人鼓足勁 參加挑戰



家樂福文教基金會關心青少年性安全問題
Carrefour Foundation cares about the safe sex of youth generation

「世紀大挑戰」情人節活動在家樂福三重店湯城廣場舉行，一場逗趣的短劇拉開活動序幕，數十位情侶接著參加「同心協力吹保險套比賽」，情侶們面紅耳赤，爭取在最短的時間內吹破最多保險套，活動當中穿插「保險套服裝秀」，模特兒身穿特殊造型編製成的保險套服裝走秀，前衛十足，現場來賓大開眼界。「求愛冠軍秀」掀起活動最後高潮，鼓勵情侶勇於表達愛意，評審們選出最佳感人肺腑獎。吹保險套比賽經過三輪比賽，由沈奕星及范姜群舒獲得冠軍獎-麗星郵輪沖繩雙人假期，亞軍獎為家樂福瘋狂大搬家及季軍隊伍則獲家樂福禮券。以趣味創意出發，本活動

在教育青少年健康的性觀念，也鼓勵青少年男女勇於真愛並尊重彼此。

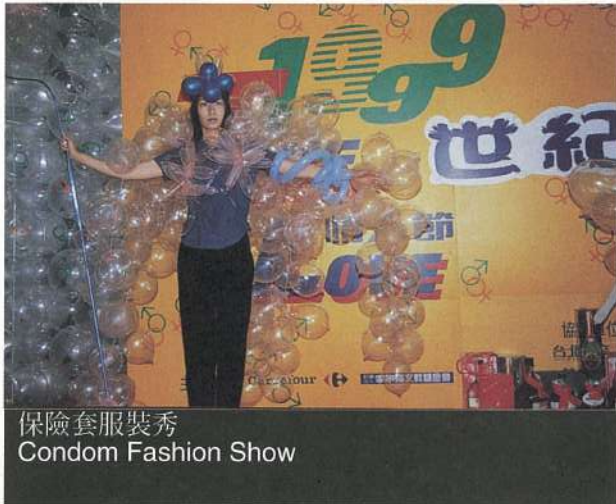


比賽結果由2分鐘吹破18個保險套的參賽者獲勝
The 1st winner's record was blowing out 18 condoms in 2 minutes



1999 Carrefour Valentine's Day True Love Challenge Activity

1999 Carrefour Valentine's Day "True Love Challenge Activity" was held at the Tomson Square of the Carrefour Sanchung



保險套服裝秀
Condom Fashion Show



本活動共吸引7家電視台採訪報導
The activity drew 7 cable TVs' reports

store. The activity was kicked off by a funny show. In the first part of the activity, scores of couples participated in the condom blowing competition, trying to break the most amount of condoms by blowing them into explosion. In the mean time, a few models wearing clothing decorated with a variety of condoms were showing their outfits to the audience. The couple, Yi Shin SHEN and Chun Shu FAN JIANG, was chosen as the winning couple in the condom blowing competition and they were awarded with three-day Star Cruise tickets. The couple of the second place was awarded with "Carrefour Crazy Giveaway ;" while the couple of the third place won a Carrefour coupon. The second part was "True Love Declaration." Those couples uttered their own love declarations and the most touching, captivating one was chosen. This activity was intended to educate the youth of correct attitude towards sex and to encourage the youth to give their true love and respect their beloved one.



家樂福員工為參賽者準備好比賽用保險套
Carrefour working crew prepared condoms for the contestants

Carrefour

休閒篇

1999年家樂福國際路跑活動
『持續才有力量』

以「持續才有力量」為活動主題的家樂福國際路跑活動，9月19日在台北市政府前廣場熱鬧開跑。本次路跑活動競賽組增為24組，並加添了高齡組，比往年更具特色。年輕歌手-三片吐司為活動代言人，巡迴北區6家賣場舉行『家樂福冠軍王』造勢活動！今年活動分為10公里競賽組及3公里家樂福組，競賽組比賽結果，女子組由本會邀請的美國選手凱莉·柯黛爾順利衛冕，男子組由國立體院選手吳文騫奪魁。參加者除了獲得紀念帽及飲料外，更可參加抽獎，活動中處處可見家庭成員、各年齡層的朋友結伴參加，享受難得的運動假日。



10 KM組競賽組於清晨6點鐘開跑
10 KM competition race kicked off at 6:00 AM



3 KM家樂福組於7:30AM起跑
3 KM non-competition group started running at 7:30 AM



家樂福啦啦隊
Carrefour cheering team



路跑過後，三片吐司為民眾熱歌熱舞
Three Toasts' performance after running



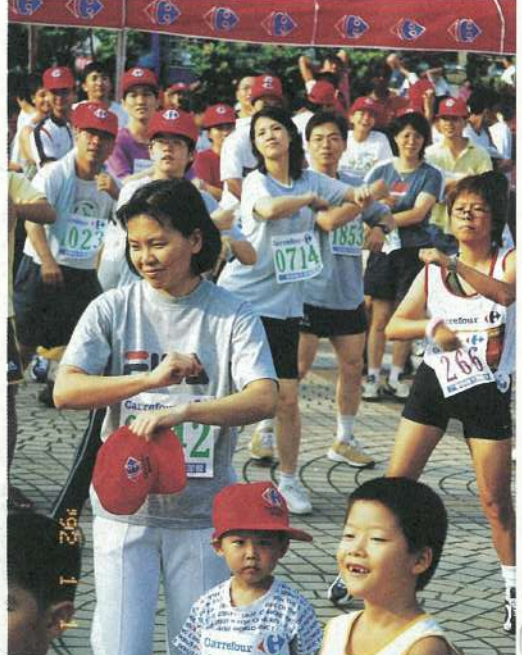
暖身活動 - 路跑振動王
Warm up activity - shake your bom-bom

1999 Carrefour Taipei International Road Running

1999 Carrefour Taipei International Road Running kicked off at the square in front of Taipei City Government on Sept. 19, 1999. There were 24 teams, including a senior citizen team, participated in the races. A young group "Three Slices of Toast" was designated as the promoter of the races. 1999 Carrefour Taipei International Road Running were comprised of 10KM competition group and 3KM non-competition group. Kelly CODELL, an American, was the winner in the women's division. While, Won Shan WU of National College of Physical Education championed the men's division. Each participant was given a cap as souvenir and free beverage, and each one was eligible to enter the lucky drawing. In the races, we could see families and people of all ages really enjoying the races on the weekend!



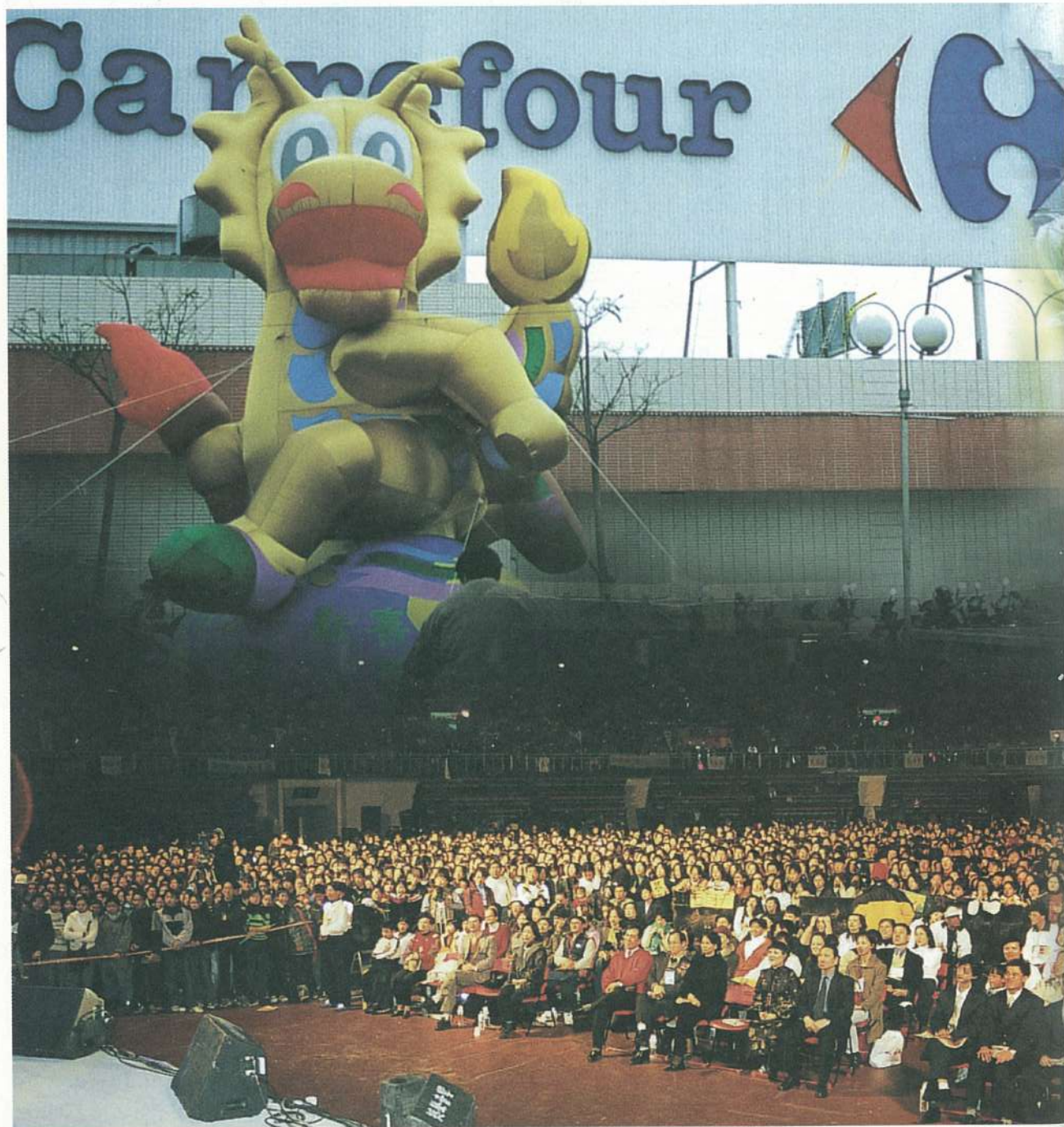
競賽組男女總冠軍由家福公司總經理杜風慧頒獎
The grand champion was awarded by Carrefour General Manager Francois de BOYER



Carrefour

全國運動會選手之夜演唱會 熱力開唱

本會獨家贊助的1999全國運動會選手之夜系列活動，包括運動彩漫秀票選、全民趣味體能測驗及12月26日的選手之夜演唱會，巨星雲集，包括五月天、動力火車、無印良品、徐若瑄、阿雅等超人氣歌手與現場二萬多名青少年朋友齊聚桃園巨蛋體育場，年輕全運會選手獻花給紀政女士及職棒教練徐生明，象徵運動精神相傳，晚會在既健康又歡樂的氣氛下，成為邁向公元二千年前之重頭戲。



National Athletes' Night Concert

The 1999 National Athletes' Meet was solely sponsored by the Foundation and included the voting for the color sports drawings, interesting physical ability test and athletes' night concert which was held on Dec. 26, 1999. In the concert, over 20,000 young people packed the Taoyuan Stadium to see the performances of a multiple of popular singers including the group of the May, Locomotive, Wu-in-lian-pin, Ruo Hsuan HSU, A-Yia, etc. Also, young national athletes presented flower bouquets to Madame Cheng CHI and Sheng Ming HSU, representing the torch was passed down from the elder generation to the younger generation. Under an exhilarating atmosphere, the concert was a great success at the dawn of the new millennium!



1999年12月26日



20世紀末最具創意話題 家樂福爵士歌仔戲

為媒體報導“本世紀末最具創意話題”的〈寶島新樂園〉家樂福爵士歌仔戲，由明華園當家小生孫翠鳳及巴拉圭吉他演奏家Roberto ZAYAS 於12月18日在淡水捷運站熱鬧開場，吸引近7000人冒著寒流及大雨前來觀賞演出。此活動為歌仔戲有史以來的創意突破，並嘗試開啓台灣傳統文化走向更多元化及國際化的表現方式！演出內容，首先由明華園演出小巧老戲改編的歡喜短劇“鴛鴦槍”，再來由Roberto 帶領18位Barrio Latino 爵士樂團的中外樂手表演10首本會精挑細選樂曲，其中亦有張中立參與演出，第三部分“溪寮校長”為明華園第一部時裝歌仔戲，採用現今時代的素材，配合傳統音樂曲調及鑼鼓點，演員時而現代時而古典的身段，再加上西方的爵士音樂，希望大家一同搖擺，迎向快樂2000！



Carrefour Jazz Folk Opera -- the "Most Creative Show at the End of This Century"

The Carrefour Jazz and Taiwanese opera show, which was named as the "most creative show at the end of this century" by the media, was held at the MRT Tamhsui Station on Dec.18,1999. Mr.Roberto ZAYAS of Paraguay and Miss Tsuei Fong SUN, who had been the leading performer of Ming Hwa Yuan, participated in the show. The show attracted almost 7,000 people despite the cold and wet weather. In the show, by combining the artistic expressions and cultures of the East and the West, we could see that Ming Hwa Yuan's traditional performance became more diversified, internationalized and debonair in front of our eyes. The show was consisted of three parts. First, Ming Hwa Yuan performed "A Pair of Spears," which was adapted from an old comedy. Next, Mr. ZAYAS led the Barrio Latino Jazz Band consisted of 18 members to play 10 pieces of music; Mr. Chung Li CHANG joined in their performance too. The third part was the "Principal of Shi Liao" performed by Ming Hwa Yuan. The "Principal of Shi Liao" was the first Taiwanese opera in contemporary clothing and modern scenario and incorporated the traditional tunes and the western jazz music.

Carrefour

明華園嘉義演出 「逐鹿天下」

以「逐鹿天下」劇碼，家樂福再邀明華園與嘉義鄉親共賞台灣民間藝術，近6000社區居民扶老攜幼前來觀賞，家樂福熱力推薦，果真不同凡響。

家樂福關懷鄉里賑災義演

為響應921災後心靈重建，本會與交通部郵政總局及明華園共同在三重、彰化、高雄及各縣市文化中心巡迴舉辦『家樂福關懷鄉里，明華園921賑災義演』，現場並有明華園歌仔戲團郵票義賣。民眾除了熱情觀戲外，亦慷慨解囊，充分發揮同舟共濟的精神。



家樂福關懷鄉里，明華園921賑災義演

Carrefour cares about people in the quake stricken areas -- 921 Quake Relief Tour of Ming Hwa Yuan

“Vying for the Throne” Performed by Ming Hwa Yuan

The Foundation invited Ming Hwa Yuan again to perform “Vying for the Throne” for the people living in Chiayi. There were about 6,000 people going to enjoy the performance.

Carrefour Quake Relief Performances

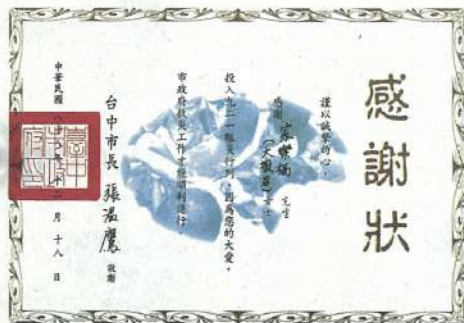
To boost the mental well-being of the people in the quake stricken areas, the Carrefour Foundation, Directorate General of Posts and Ming Hwa Yuan sponsored the “921 Quake Relief Tour of Ming Hwa Yuan.” In the tour, Ming Hwa Yuan gave its performance in Sanchung, Changhua, Kaohsiung and the cultural centers of a few counties and cities. After each performance, Ming Hwa Yuan stamps were sold to the audience to raise fund for the quake relief and many people bought the stamps to help out the quake stricken people.



Carrefour

家樂福感同身受921 全力援助災區

921大地震發生，家樂福不落人後，全力投入災區物資補給工作，支援人力物力經費超過二千萬元。首先由本會緊急協調從全省家樂福賣場送災區所需物資如水、睡袋、帳篷、照明設備等，另外，由家樂福法國總公司支援四十五萬公升飲用水及相關物資，在一週內透過五次專機自法國空運來台，並經由軍方送至災區，紓解當地水荒問題。家樂福全體員工並發揮愛心，共同捐出一日所得協助賑災。



地方政府特頒感謝狀以表揚家樂福的愛心總動員
Local government delivered Certificate to appreciate Carrefour's charity action

Carrefour Poured Its Effort in the Disaster Relief of the 921 Earthquake

After the devastating quake took place on Sept. 21 in 1999, Carrefour poured a lot of efforts in the disaster relief. The combined value of the manpower and material that Carrefour contributed to the relief exceeded NT\$ 20 millions. The Foundation asked the Carrefour stores to provide the drinking water, sleeping bags, camps, illuminating devices, etc. much needed in the quake stricken areas. Moreover, 450 thousands liters of drinking water and the relevant items were shipped to Taiwan by five exclusive flights from the Carrefour headquarter in France, providing a portion of the much needed water in the affected areas. Also, all the Carrefour employees donated their one day salary for the quake relief.



家樂福應中視及民生報邀請說明救災行動
Carrefour was invited by CTV and Min Sheng Daily to explain the Disaster Relief Plan



家樂福由法國緊急空運45萬公升飲用水，即時紓解災民飲水問題
450 thousands liters of drinking water were shipped from Carrefour France Headquarter to relieve the problem of lacking water

2000年活動預告 2000 Event Planning

活動 Event	時間 Time	地點 Place
1. 稅務諮詢服務 Tax Consulting Service	2000.3	全省家樂福賣場 All Carrefour Stores
2. "台灣古早味" 全省畫作聯展 Taiwan History Art Exhibition	2000.5/27-6/27	台北三重家樂福賣場 San Chung Store
3. "台灣古早味" 全省畫作聯展 Taiwan History Art Exhibition	2000.5/27-6/26	高雄愛河家樂福賣場 Love River Store
4. "現代事紀" 全省畫作聯展 Modern Art Exhibition	2000.5/27-6/27	台中中清家樂福賣場 Chung Shing Store
5. 古蹟寫生親子遊 Children Historical Site Drawing Tour	2000.7/2-8/20	全省23家樂福所在社區 All Carrefour Stores
6. 婆婆媽媽工作隊 Mommy Voluntary Worker Recruitment	另行公佈 To be announced	全省23家樂福所在社區 All Carrefour Stores
7. 明華園新戲義演 Folk Opera	2000.8/5	南投 Nan Tou
8. 第三屆夏日徵文活動-社區管家婆 Mommy Summer Story Collecting	2000.7-8	全省 All Carrefour Stores
9. 第五屆家樂福台北國際路跑活動 2000 Carrefour Taipei International Road Running	2000.9/3	台北市府廣場 Taipei City Government Square
10. 第四屆家樂福寫生嘉年華會 Puppet Show v.s. Drawing Contest	2000.10-11	國立台灣美術館 台中 Taichung
11. 第四屆家樂福寫生嘉年華會 Puppet Show v.s. Drawing Contest	2000.10-11	高雄中正文化中心 Kaohsiung
12. 第四屆家樂福寫生嘉年華會 Puppet Show v.s. Drawing Contest	2000.10-11	台北 Taipei
13. 跨越21世紀嘉年華會 Trans-Century Festival	2000.12	台北 Taipei

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財團法人 **家樂福文教基金會**

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