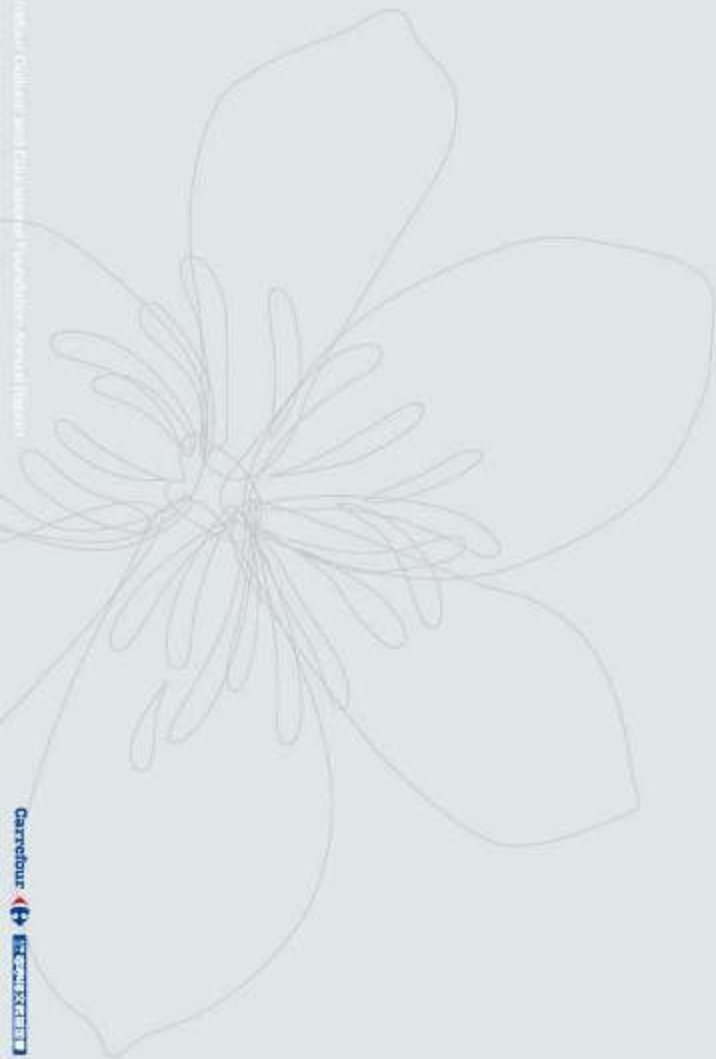




2008
Annual Report

Carrefour
Cultural
and
Educational Foundation
家樂福文教基金會



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使命 與願景

Mission and Vision

「集結眾人的心力，服眾人之務」，這就是家樂福文教基金會念茲在茲的服務精神。家樂福除了在經營與承諾方面善盡企業公民的責任，也在環境保護、社會參與方面積極努力，希望能履行企業社會責任（CSR），並致力於提升臺灣藝術的創作能量、社會認同度及國際競爭力，開啟兼具本土，而又能放眼國際的藝術新視野。

家樂福在臺灣的服務據點不斷擴大，家樂福文教基金會的任務也更顯重要，希望透過文化藝術、社區親子、關懷環保、愛心慈善、體育發展等活動，持續推動任重而道遠的文化紮根工作。許多年來，基金會不僅獎勵表現卓越的藝術團體，創造優質的藝術和文化空間，提升其能見度，也透過全國服務據點的賣力宣傳，讓民眾體驗到「生活藝術化、藝術生活化」的美好果實。基金會相信，辛勤耕耘必歡笑收割，臺灣的文化藝術將會隨著時代巨輪不斷向前邁進。

To raise collective efforts and serve the people – that is the spirit of service constantly upheld by the Carrefour Cultural and Educational Foundation. Apart from performing its duty as a corporate citizen in management and commitment, Carrefour is also devoted to areas of environmental protection and social participation in the fulfillment of its corporate social responsibility. At the same time, Carrefour is dedicated to improving the creative energy, social identification and international competitiveness of Taiwanese art, so that a new vision with equal local characteristics and global perspective may be achieved.

As Carrefour expands its branches around Taiwan, the mission of the Carrefour Cultural and Educational Foundation becomes ever more important. Through activities in culture and arts, community and parents-children, environmental protection, charity and sports development, the Foundation continues to promote the crucial and long-lasting task of helping our culture take root. Over the years, the Foundation has not only supported outstanding performance groups by creating quality spaces for art and culture to raise their profile, but also campaigned vigorously through the stores around the country to give the public a taste of the beautiful fruit of “living art and artistic living.” We believe that sweet rewards may be reaped from our hard work, and Taiwan’s art and culture will always move forward and progress with the times.

肯定 與鼓勵

Recognition and Encouragement

為了獎勵企業界回饋社會的努力，行政院文化建設委員會特別設立了「文馨獎」，對於企業界營造優質的文化藝術環境表達感謝之意。

這已經是家樂福文教基金會連續第9年獲獎，今年共有120多個團體參與角逐，家樂福很榮幸可以從中脫穎而出，獲得最高榮譽金獎的殊榮。

這份榮耀也鼓舞我們對於企業社會責任(CSR)的熱誠。提升社會的文化水準，正是我們責無旁貸的任務，更重要的是，家樂福除了商業經營之外，還有著對於社會責任的堅持，希望能成為進步的推手。

文馨獎的肯定應歸給曾經對於我們賦予關注的所有人士，在他們的鼓勵與支持下，基金會的成就不只是一座獎項，而是人與環境、人與藝術共榮共生的未來。我們欣喜這樣的理念能激起漣漪，基金會持續耕耘將更有力量，相信那樣美好的明天就在不遠處。

To encourage corporate efforts in giving back to the community, the Council for Cultural Affairs, Executive Yuan introduced the "Wenxin Award" in recognition of businesses dedicated to culture and the arts.

This was the 9th consecutive year that the Carrefour Cultural and Educational Foundation received the Wenxin Award. Facing competition from more than 120 candidates this year, Carrefour has the utmost pleasure to receive this top honor.

Meanwhile, the honor fuels our enthusiasm for corporate social responsibilities (CSR). It is our unavoidable responsibility to enrich the cultural life of communities. And more importantly, Carrefour upholds its commitment toward CSR as much as it does toward successful business operations, in the hope of being a driving force behind cultural advances.

Credit for the Wenxin Award is due to all those who care about Carrefour. Because of their encouragement and support, this achievement of the Carrefour Cultural and Educational Foundation is more than an award; it is a picture of the future where people and the environment, people and the arts, co-exist in a mutually beneficial way. We are glad that such an idea about the future resonates within our society, and we believe it will soon come true.

文化

文化是你我一舉一動、一顰一笑所構築起的生活樣貌。在日常的生活中，我們需要了解不同地方的不同文化，才能增進彼此的理解，培養出一顆互相寬容的心。

藝術

Culture
and
Arts



文化是你我一舉一動、一顰一笑所構築起的生活樣貌。在日常的生活中，我們需要了解不同地方的不同文化，才能增進彼此的理解，培養出一顆互相寬容的心。

文化需要理解，也需要建造與培養，因為唯有如此，我們才能期待擁有更友善、體貼的生活環境。

藝術是文化提煉的成果，因此文化的理解、培育可以從藝術表演中去摸著、散播，也可以藉由藝術去體現，兩者難以分割，也是家樂福文教基金會始終的負擔和使命。

Culture is a facet of life constructed of our every act, our every emotional response. We need to make a habit of learning about the different cultures of different places to be able to understand each other better and promote tolerance.

Culture needs to be understood, as well as created and nurtured. Only then we can expect to have a more friendly and considerate living environment.

Art is a distillation of culture, and the medium by which we can engage in and propagate the understanding and cultivation of culture, with that understanding and cultivation again represented through art. Art and culture are inseparable, and they are the unchanging mission and responsibility of the Carrefour Cultural and Educational Foundation.



持續以關懷的心，讓家樂福的企業精神成為臺灣的一股暖流，讓家家快樂又幸福。

統一企業集團董事長

高 清 愷



以家樂福商圈為中心，將愛心與健康的理念傳揚開來，是基金會要持續不斷努力的目標。

統一企業集團總裁

林 建 生



拿起望遠鏡 帶上小鋤頭
綠野「鮮」蹤「趣」



活力親子夏令營

Pick Up Binoculars & Shovel to Experience Farm Fun!

今天是屬於我們快樂的日子，就讓我們放下生活煩憂，揚起我們的嘴角，快樂放假『趣』囉！

連續第8年，我們喚醒在夏日暖風中的朋友，拉著他們的手，離開電視和網路，一同走向青草地，來場綠野『鮮』蹤探險營。

今年的夏令營像往年一樣造成轟動，7月5日及7月19日兩梯次參與的民眾高達8,700人，總計有超過1,000個家庭熱烈響應，場場爆滿。

伴著暖暖的微風、踏著輕快的步伐，家樂福基金會向參與的家長及小朋友們高喊：「今天是屬於我們快樂的日子，就讓我們放下生活煩憂，揚起我們的嘴角，快樂放假『趣』囉！」

For the eighth year running, we have beckoned to our friends in the balmy summer breeze and led them by the hand away from the TV and the PC towards the green fields for a fresh adventure.

As always, summer camp this year was a sensation. As many as 8,700 people participated in the two sessions, on July 5 and July 19, and maximum capacity was reached as an enthusiastic response came from over 1,000 families.

With the gentle breeze in our hair and a spring in our footsteps, the Carrefour Cultural and Educational Foundation called out to the participating parents and children, "Today is a happy day, and it belongs to us! Let us escape the worries of life, put a smile on our faces and enjoy the holiday fun!



▲小朋友盡情的享受鄉土文化體驗，充滿歡樂的笑聲不間斷

The children immersed fully in the experience of local culture, their laughter could be heard constantly.

「家樂福」是重視「家」庭、歡「樂」、幸「福」的企業。今年夏天，「綠野『鮮』蹤探險營」讓父母帶著小孩子們一起在「山豬湖生態園區」的鄉野間探險，同心合力在「北埔客家田園休閒農場」動手作客家美食，享受親子關係的甜蜜與感動。

今年的活動特別強調「惜福」的重要，因此家樂福除了「北埔客家田園休閒農場」共規劃13處精選行程，讓親子們置身在大自然的懷抱裡，親身認識大自然供應給人類的美好食材，進而明白「農業為立國之本」的道理和惜福的重要。

As a corporation, Carrefour cares about the happiness of families. This summer, the Camp gave parents and their children a chance to explore the countryside at the Formosan Wild Boar Lake Eco-Park, make Hakka delicacies together at the Beipu Hakka Country Leisure Farm, and take pleasure in the sweet rewards of a positive parent-child relationship.

As activities this year emphasized the importance of "being grateful," Carrefour created 13 itineraries in addition to Beipu to put children in Nature's embrace and learn first-hand about how it provides us with beautiful ingredients. This was so that they would in turn understand the idea of "agriculture as a nation's foundation," and the importance of being grateful for what we have.

對都市叢林中的小朋友而言，「綠野『鮮』蹤探險營」真的是一場擁抱大自然的探「鮮」之旅。家樂福文教基金會不只要參與的民眾用眼睛欣賞美景，還讓他們有機會在客家村坐牛車、在田裡面烤蕃薯，與鄉村生活的悠閒和孕育萬物的土壤親密接觸。

藉由家樂福夏令營的安排，家長陪同孩子們回到童年時期的純真，也成為孩子們最得力的抓泥鰍伙伴，溫馨而又自然的親子之情讓大夥兒都相當難忘。

For children living in an urban jungle, the Carrefour Summer Camp certainly offered a "fresh" experience of Nature. With activities like riding ox-drawn carts in the Hakka village and roasting sweet potatoes in the fields, the Foundation wanted the participants to not only appreciate the beautiful sights with their eyes, but also experience the leisurely lifestyle of the countryside and come in intimate contact with the all-nurturing soil.

Through the arrangement of the Camp, parents returned with their sons and daughters to the innocence of childhood and became their best partners in catching loaches. The natural and warm bond created was memorable to all.



▲大手牽小手聽故事，探索農村的生態環境，寓教於樂
Hand in hand to listen to the stories, explore the rural environment, and have fun while learning.



▲親子同心協力DIY，讓父母與小朋友之間的關係更甜蜜
The parents and children worked together in hands-on activities, further strengthening their bond.



▲同心協力推稻草球，體驗農村生活樂無窮
Together, give the hay roll another push and share in the infinite joys of life on the farm.

家樂福是重視親子關係的好鄰居，已經持續舉辦8年的夏令營，年年推陳出新，吆喝社區家庭熱情參與，目的就是要讓「活力親子夏令營」的溫馨和感動能持續傳揚出去。

為了讓「活力親子夏令營」能真正成為不分男女老幼、身份地位的大自然探險之旅，家樂福今年免費招待了500名慈善團體、弱勢族群的小朋友共同參與「綠野『鮮』蹤探險營」，讓他們毫無負擔地快樂出遊，也期待他們將愛傳遞下去，讓溫情充滿人間。

Carrefour is your good neighbor that cares about parent-child relationship in the community. Now in its eighth year running, the Camp introduces new activities each time, calling for the enthusiastic participation of community families, in the hope of continuing to pass on the warm blessing and caring spirit of the Carrefour Summer Camp.

To ensure that the Camp and its nature adventures are available to everyone regardless of age or social status, Carrefour offered 500 free places to children from charity groups and disadvantaged families this year, hoping that as they enjoy a happy outing without extra financial burden, they would also pass on the love and fill the world with kindness.

►坐上牛車「鮮」體驗，盡情擁抱農村之美
Ride the oxcart as another way to embrace the idyllic beauty.



人偶劇團進社區

邀你一起觀賞「西遊記」



偶戲嘉年華

Ou-ou Troupe into the Community &
Invite You into the world of Journey to the West

今年，我們邀約了有「臺灣迪士尼」之稱的「偶偶奇幻劇團」和街坊鄰居們一起進入西遊記的奇幻世界。

從「雲門舞集」到「明華園」，家樂福始終支持本土的藝術。今年，我們邀約了有「臺灣迪士尼」之稱的「偶偶奇幻劇團」和街坊鄰居們一起進入西遊記的奇幻世界。

9月21日和10月4日兩天，家樂福分別在臺北、高雄舉辦「社區親子偶戲奇幻嘉年華」活動，吸引了5000多名民眾參加。

在「偶偶奇幻劇團」大型人偶、誇張逗趣的演出中，還有15支社區表演團體、250位表演者也在嘉年華會中粉墨登場，一起炒熱這場屬於社區民眾的年度大事。

From Cloud Gate Dance Theatre to Ming Hwa Yuan, Carrefour has been a staunch supporter of local art and performance groups. This year, we engaged the Ou-ou Troupe, whose performances are compared to Disney shows, to carry the neighborhood away into the fantasy world of Journey to the West.

Two Carrefour Drama Festivals were organized this year, one on September 21 in Taipei and another on October 4 in Kaohsiung, attracting over 5,000 people in total.

Amidst the exaggerated, comical performances of Ou-ou Troupe's costumed characters, 250 performers from fifteen other groups also took to the stage during the festival.



▲家樂福豐富在地藝文環境，臺上真人戲偶與臺下小朋友熱鬧互動，讓藝術種子在孩子心中紮根

Carrefour works to enrich the environment for local art and culture. The lively interaction between the costumed characters on stage and the children in the audience successfully sowed the seed of art.

「偶戲嘉年華」呈現的劇碼「驚爆火焰山」，是描述「孫悟空三借芭蕉扇、大鬧鐵扇公主與牛魔王」的故事，不過可別只是看戲，觀眾還得和孫悟空一起投票，請鐵扇公主出借芭蕉扇，人偶們也會隨時走下舞臺，與民眾熱情互動，將現場氣氛引爆至最高點！

除了精彩的演出，會場週邊還安排了捏麵人、龍鬚糖、打彈珠、套圈圈、水中撈月（撈魚）等好玩的趣味童玩遊戲，讓大人們回憶童年、小孩子們樂在其中，共度美好的親子時光。

The play "Flaming Mountains" performed by Ou-ou for the festival is a dramatic excerpt from Journey to the West that presents the Monkey King's battles with Princess Iron Fan and the Buffalo Demon-King in his three attempts to borrow the Palm Leaf Fan. The audience however was asked to do more than just watch the show; they were asked to vote with the Monkey King and demand Princess Iron Fan lend him her fan. The performers frequently walked off stage to interact closely with the audience, generating much excitement.

In addition to the brilliant performances, traditional fun and games like dough figurines and dragon beard candy making, marbles, hoop toss and fish scooping were organized at the festival to give adults a memorable childhood and keep the children entertained.

全家賞明月

偶藝戲中秋



月冠全臺

Families Gather under the Moon
for an Artistic Mid-Autumn Festival

民眾們在賞心悅目的同時，聆聽到美妙的歌聲，歡度了難忘的中秋。

已成為全臺中秋節指標性活動的「月冠全臺」今年擴大規模，由家樂福文教基金會、臺中市新聞處及文化局再度攜手合作，與臺中市長胡志強和夫人邵曉玲一起和民眾共度中秋佳節，並邀請本土藝術團體「偶偶奇幻劇團」拉開活動序幕。

在賞心悅目、幽默逗趣的表演中，家樂福也體貼地準備了1,500個臺中名產「太陽餅」在現場免費發送，讓這美味可口的太陽餅，能成為家家戶戶團圓、賞月的良伴。

Already a representative event of the Mid-Autumn Festival around Taiwan, the series of activities organized by the Carrefour Cultural and Educational Foundation was expanded this year, again in collaboration with Taichung City's Department of Information and Cultural Affairs Bureau, in which Taichung City Mayor Jason Hu and his wife Shao Xiao-Ling had a good time at Mid-Autumn Festival with the publics. The evening gala was opened by the local performance group, the Ou-ou Troupe.

Apart from the fun and entertaining shows, Carrefour also offered 1,500 sun cakes for free at the event, hoping that this delicious Taichung specialty will add to the pleasure of families getting together to moon gaze.



▲家樂福及臺中市市長夫人邵曉玲與民眾歡度難忘的中秋節
Carrefour and Madame Shao Xiao-Ling, wife of Taichung City Mayor, celebrated the Mid-Autumn Festival with the publics.

▲家樂福準備1,500個太陽餅分送民眾，讓
大家過個甜甜蜜蜜的佳節
Carrefour offered 1,500 sun cakes to sweeten
the holiday for everyone.

「月冠全臺」活動於臺中市豐樂雕塑公園舉行。當天下午從3點開始，會場即有充滿逗趣的街頭藝人即興表演、可愛小丑互動秀及氣球達人、角色扮演（Cosplay）競賽；還可以參與月光親子闖關遊戲，及探索神秘浩瀚宇宙星空的天文體驗營。

中秋晚會開始後，眾星雲集，李聖傑、A-Lin、林志炫等偶像歌手在臺上高歌，民眾們在賞心悅目的同時，聆聽到美妙的歌聲，並欣賞美麗的煙火秀，歡度難忘的中秋。

The event took place at Fongle Park in Taichung City on the day of Mid-Autumn Festival, beginning at 3 pm with improvised performances by street artists, clown shows, balloon sculpture and Cosplay competitions. People could also participate in a moonlight adventure game or sign up for an astronomy experience to explore the night sky and the infinite mysteries of space.

The evening gala kicked off with a gathering of celebrities, and as the crowd feasted their eyes, the beautiful singing of pop stars Sam Li, A-Lin, and Terry Lin further ensured that this year's Mid-Autumn Festival would be a memorable experience.

萬人擊鼓 用愛迎接2008

歡欣鼓舞 與愛同行

Thousands of Drummers Welcome 2008 with Love



▲臺北縣縣長周錫璋帶領民眾以擊鼓向世界發聲
Taipei County Magistrate Chou Hsi-Wei led all people to beat out a welcome to the new year

2008年是臺北縣升格後的第一個新年，縣府在元旦下午2時至5時，於縣民廣場舉辦萬人擊鼓活動，號召一萬個民眾以「歡欣鼓舞」的心情迎接新年，並締造有史以來最多人同時擊鼓完成一首曲目的金氏世界紀錄。

家樂福為響應這項活動，臺北縣市各分店從12月21日起開始義賣愛心鈴鼓，並將所得捐給「勵馨社會福利事業基金會」，幫助更多受家暴威脅的婦女及兒童。

2008 was the first year after Taipei County's status upgrade to a municipality. On New Year's Day, the county government held a drumming event at Citizen's Plaza from 2 pm to 5 pm, asking 10,000 people to usher in the new year to a joyous beat.

The event also set a Guinness World Record for most people performing one piece of music on drums at the same time.

To show support for the event, Carrefour sold charity tambourines from December 21 at its branches in Taipei City and Taipei County and donated the profits to the Garden of Hope Foundation to help more women and children threatened by domestic violence.



▲左起臺北縣長周錫璋、律師以及臺北縣議長陳幸進見證全場人數10,162人，打破金氏世界紀錄
From left to right are Taipei County Magistrate Chou Hsi-Wei, the lawyer and Taipei County Council Speaker Chen Hsing-Chin who witnessed break the Guinness World Record with a crowd of 10,162.

▲萬人擊鼓正式打破金氏紀錄，全場歡聲雷動
All people applauded thunderously while the Guinness World Record was broken.

「優人神鼓」二十年 家樂福陪伴「雲腳臺灣」

優人神鼓 雲腳臺灣

U-Theatre's 20th Anniversary Walks
around Taiwan Supported by Carrefour



▲家樂福文教基金會長期支持本土藝術團體，以實際行動支持藝術下鄉

A long-term supporter of local performance groups, the Carrefour Cultural and Educational Foundation supported the outreach of art in action.

20年前，「優人神鼓」在木柵山上創立。一群人在山林曠野中禪坐、擊鼓、打拳，攫取靈感、力量與寧靜。

「優人神鼓」20歲了，團員們力行「雲腳臺灣」50天，以靜默的心徒步繞行臺灣，總計經過100多個鄉鎮，約1200公里的路程，途中還安排30場演出。

「優人神鼓」以「雲腳臺灣」展現對土地之愛，以藝術展現生命的力道，這些理念與家樂福相符，於是基金會動員了全臺各分店，在「雲腳」所到之處遞上充足的物資，也讓家樂福的愛伴隨「雲腳」行走在臺灣的土地上。

Twenty years ago, U-Theatre was founded in the hills of Muzha, as a group of people who meditated, played the drums and practiced martial arts in the mountain wilderness to draw inspiration, obtain strength and find calm.

To celebrate U-Theatre's 20th anniversary, the members are making a tour of Taiwan on foot. Over a period of 50 days and a distance of 1,200 km, they will walk through more than 100 towns with peace and quiet in their hearts and give 30 performances.

The undertaking symbolizes U-Theatre's love for the land and the power of life through art. Carrefour identifies with these ideals and its branches around Taiwan were mobilized to provide supplies to U-Theatre wherever possible. Carrefour accompanied U-Theatre every step of the way to spread love throughout Taiwan.

社區

來吧，讓家樂福的學習列車帶你走進繽紛多采的「家樂福兒童新樂園」囉！

親子

Community
and
Parents-children



「哇！好多東西喔！」這幾乎是每位朋友進入家樂福的第一印象。不過，家樂福除了是民眾採購的首選，更是重視家庭教育、深耕鄰里的好鄰居，是個可以開啟大小朋友們知識的窗口，一個幫助孩子發展生命教育的環境。

藉由家樂福文教基金會「社區親子」活動的舉辦，家樂福也變成了社區的生活博物館、鄰里的好幫手，以及親子們的知識供應站喔！

"Wow, there're so many things!" – This is the first impression of almost everyone on stepping into a Carrefour store. But Carrefour is more than a top shopping destination: it is also a good neighbor that cares about family education and community development, in whose environment knowledge can be accessed by the young and the old, and children can acquire an education on life.

Through the community activities organized by the Carrefour Cultural and Educational Foundation, Carrefour stores have become a great help in the neighborhood, a museum of life that supplies knowledge to the parent and child.



Carrefour has been in Taiwan for 20 years, and the Foundation for 13. The care and concern it has shown for this land demonstrates Carrefour's determination to take root here and develop sustainably.

臺灣家福股份有限公司總經理
杜博華 Loic DUBOIS



形塑文化非一蹴可及，卻能源遠流長。感謝基金會13年來的努力，更期許此心長存、深耕文化的苗圃。

國立臺灣藝術大學兼任教授



兒童新樂園

自我肯定的第一站



兒童新樂園

Children New Paradise – the First Step in Self Esteem

讓小朋友透過親手觸摸、品嚐，及互動教學，免費體驗「你很特別」的深度戶外教學之旅。

家樂福文教基金會以「用文化灌溉人群，用愛心溫暖社會」為宗旨，連續第四年舉辦「家樂福兒童新樂園～讓兒童生命更精彩」活動。

這項活動的意義在於透過「親身體驗」，理解每個人都有其獨特性，並學習融入團體的運作中，肯定自我存在的價值。

「兒童新樂園」活動在4、5月舉行，邀請全臺公私立幼稚園或托兒所中大班學童來到家樂福這座有數不盡寶藏的遊樂園，讓小朋友透過親手觸摸、品嚐，及互動教學，免費體驗「你很特別」的深度戶外教學之旅。



▲讓生命教育從小紮根，藉由互動教學遊戲，孩子們學會欣賞每個人的獨特性

Life education should begin early. Through interactive educational play, the children learned to appreciate everyone's individuality.

Now in its fourth year, the event, "Children New Paradise – Makes Children's Lives Better," is organized by the Carrefour Cultural and Educational Foundation for the purpose of "nurturing the public with culture, nurturing society with love."

Through its hands-on activities, the event serves to help children understand that each person has a unique function and place in life, and to affirm the value of their own existence by blending in and becoming part of a group.

Held in April and May, "Children New Paradise" is a free outdoor teaching activity for children in the second and third years of kindergarten and preschool, who are invited to Carrefour stores around Taiwan to explore this wonderland of countless treasures. In keeping with the goal of the event, the awareness of "I am special" is instilled in the children as they handle and taste things and participate in interactive learning.



家樂福今年持續和「臺灣彩虹愛家生命教育協會」合作，由「彩虹愛家」的專業志工帶領兒童們分辨鹽巴和砂糖，學習使用查價機，讓小朋友們學習新知，培養參與社會的能力。

今年家樂福共規劃了94場兒童新樂園活動，首場在臺北縣三重的重新店起跑，共有29名文山托兒所的學童前來，其中包括16名低收入戶和外籍配偶的子女。

「兒童新樂園」彌補了弱勢家庭教育資源的不足，提供孩童開心學習的機會，讓他們從賣場遊戲課程體驗到生命的價值。

This year, Carrefour again worked with the Rainbow Family Life Education Association, whose professional volunteers were on hand to help the children acquire new knowledge and cultivate social participation abilities through activities such as learning to distinguish salt and sugar and use the price checker.

94 sessions of the "Children New Paradise" event were organized this year. For the opening session at Chung Xin Store, 29 children from Wenshan Preschool were invited, of whom 16 come from low-income families or have an immigrant parent.

"Children New Paradise" makes up for the lack of home education resources in disadvantaged families, giving the children a chance to learn in happiness and experience the value of life through play.



▲賣場變成有趣的教室，生鮮區也充滿生活常識等孩子們發掘

The store was turned into a fun classroom, the fresh produce area a source of general knowledge awaiting the children's discovery.

「家樂福兒童新樂園」活動分成「認識賣場」、「尋寶遊戲」、「愛的濃湯」三大部分。

學童們在師長的帶領下，開心地來到家樂福，並在志工的帶領下，開始「認識賣場」，藉由親身體驗，學習到正確的購物知識，開心的期待下次可以化身爸爸媽媽的小幫手。

接下來就是「尋寶遊戲」了，孩童們分工尋找「愛的濃湯」的食材，看著小朋友們在志工媽媽的協助下，一下子就把「愛的濃湯」的食材全部準備就緒，連大人們也不禁露出讚嘆的表情。

The activities of "Children New Paradise" include three parts: introduction to the store, treasure hunt and the "soup of love."

Led by their teachers, the children arrived at Carrefour in good spirits, and began to learn about the store through the volunteers' guidance. The hands-on experience equipped them with the right shopping skills and the happy knowledge that they can help out their parents in the future.

Next came the treasure hunt. Children divided into groups to look for the ingredients to make the "soup of love." Helped by the volunteer mothers, the children were able to gather and prepare everything in no time at all, leaving the adults rather in awe.



◀ 教導學童辨識優良食品，成為父母得力的小助手

The children were taught to recognize quality food products, and become a great help to their parents.

「兒童新樂園」是國內首創的「賣場式戶外教學活動」，這幾年來的熱烈迴響，讓家樂福認知到身為國內最大賣場的優勢與使命，也承諾持續秉持企業「取之社會、回饋社會」的社會責任，未來繼續啟動「兒童新樂園」的學習列車。

今年全臺共有47家分店舉辦「兒童新樂園」活動，共吸引了2,350位學童熱烈參與，場場爆滿，而且許多學校已經迫不及待想知道明年的舉辦時間，希望還有機會參與這項富有生命教育意義的優質活動。

來吧，讓家樂福的學習列車帶你走進繽紛多采的「家樂福樂園」囉！

The first outdoor teaching activity in Taiwan, "Children New Paradise" has generated enthusiastic response over the years. This has reinforced in Carrefour the consciousness that, as the leading hypermarket chain in Taiwan, it enjoys many advantages and therefore should bear great responsibility. To continue fulfilling its promise of giving back to society that which is received, Carrefour will endeavor to keep the train of learning running in "Children New Paradise."

47 Carrefour stores in Taiwan were involved in the "Children New Paradise" event this year, and all the sessions were fully booked, eagerly participated in by 2,350 children. Many schools have already inquired about next year's dates, hoping for the opportunity to take part in this excellent and meaningful life education activity.

Come, ride the learning train with Carrefour and enter our colorful knowledge wonderland!



▲ 以互動方式培養孩子正確的金錢觀

The correct attitude to money was cultivated in the children through interactivity.

關懷

環保是家樂福的核心關懷，也請大夥兒跟著家樂福，一起為地球的永續發展而努力。

環保

Environmental
Protection



臺灣面臨的環保議題是整個地球氣候變遷的縮影，這意味著環保工作將是每個人都必須承擔的責任。家樂福作為一個跨國的企業，也希望在每一個有家樂福的地方，都能燃起當地人愛護地球的熱情。

人類靠著大地的生生不息而成長，而家樂福也抱著感恩的心，為街坊鄰居們營造美麗的家園。

呼應今年聯合國世界環境日的主題「冰川消融·後果堪憂~減碳節能好樂活」，家樂福文教基金會特別規劃了「減碳愛家園·樂活又幸福」系列活動。

環保是家樂福的核心關懷，請大家跟著家樂福，一起為地球的永續發展而努力。

Environmental issues faced by Taiwan reflect the consequence of global climate changes, and protection of the environment is now the responsibility of every individual. As a multinational corporation, Carrefour hopes to stir up local passion for caring about our planet wherever it has a base.

Man depends on Nature's renewal for his growth, and it is with gratitude that Carrefour works to build a beautiful home for its neighbors.

In support of the United Nation's World Environment Day, the Carrefour Cultural and Educational Foundation has planned a series of activities around WED's 2008 slogan, "Kick the Habit! Towards a Low Carbon Economy," that will promote the concept of "Low Carbon Lifestyle for a Better Home."

For Carrefour, environmental protection is a central concern. Allow us to lead by example, let's work together for a sustainable Earth.



家樂福文教基金會不斷的提醒事業體本身應善盡的社會責任，同時它是一個執行平臺，讓健康、幸福、愛心的行動得以實現。基金會也讓家樂福的成長更具意義，因為行動的觸角會隨著家樂福的拓展而在全國各地不斷延伸。

家福股份有限公司人力資源部總監

吳相毅



運動的好處，讓一個人老得較慢，活得較長；小之可以抗感冒，大之可禦癌症。欲賺百萬財，先行百萬步。

希望基金會董事長

施惠



拿掃帚提畚箕

為地球換新裝



掃街愛地球
Grab a broom and
give the Earth a makeover

家樂福將不斷的持續環保整頓工作，希望藉此提昇人的心境，
並推廣環境保護的觀念

6月5日是聯合國所訂定的「世界環境日」，也是家樂福號召社區民眾為環保動起來的號角。

家樂福連年發起打掃活動，每年都訂立一個月的環境清潔月，今年於5月31日、6月14日、6月21日各舉辦一場「減碳好樂活·掃街愛地球」活動，這項環保工作已經持續八年，讓家樂福深耕地區、永續發展的精神年年傳承，也呼應環保署「清淨家園」的社區清掃計畫。

「減碳好樂活·掃街愛地球」活動結合家樂福全臺48家分店，共2,398名義工，包含賣場員工、里長、鄰里志工、學校、社區社團、清潔隊等，齊力在自己生活的社區展開打掃活動，共清出了22公噸的垃圾，為地球換新裝。

On June 5, the UN's World Environment Day, Carrefour sounds the bugle to mobilize the community for environmental protection.

The street sweeping activity initiated by Carrefour usually takes place during the month designated for keeping our environment clean, and this year, three sessions were held on May 31, June 14 and June 21. Now in its eighth successive year, the event helps to pass on Carrefour's philosophy of growing sustainably with the neighborhood, and also corresponds to the Environmental Protection Bureau's community cleaning program.

"Sweep the Streets for Our Planet" brought in all 48 Carrefour stores around Taiwan, as well as local schools, community organizations and cleaning units, and the 2,398 volunteers included Carrefour store employees, neighborhood chiefs, and community workers. As each group of volunteers worked hard to clean up their own neighborhoods, removing 22 tons of waste, even the Earth seemed refreshed.



▲一日義工共募集了2,398人，共同為提升居家的環境品質而努力
2,398 people joined in the one-day volunteer event, working together to improve the quality of their living environment.

本次掃街活動北起淡水、南至屏東、東至花蓮、西至彰化。在家樂福的號召下，連軍方也出動了80位弟兄參與環境清掃，70多歲的阿公、阿嬤們更是不落人後，處處可見他們為地球盡一份心力的身影。除此之外，全國各地的區長、里長紛紛響應，更有各級學校的師生報名參加今年的活動，可說是今年參與團體的一大特色。

家樂福將企業經營的多元企劃力落實在所舉辦的環保活動上，每家店前50位報名的義工，可獲贈家樂福獨家環保袋以及幸福小樹苗，希望民眾藉由親手種樹，減少二氧化碳排放量，為地球盡一份心力。讓民眾不只是一日環保護工，更是終身的環保護工！

The street sweeping activity extended north to south from Danshui to Pingtung, and east to west from Hualian to Changhua. Hearing Carrefour's call, even the military offered 80 servicemen to participate in the cleaning. Septuagenarian grandmas and grandpas were no less eager to play their part in protecting the planet, and their presence was certainly felt. In addition, a contribution was made by district and neighborhood chiefs around Taiwan, and students and teachers from schools of all levels also signed up for the activities, a noteworthy feature of this year's campaign.

For Carrefour, the environmental protection activities are a realization of the diversified planning of corporate management. The first 50 volunteers to sign up at each store were given a specially designed recycled shopping bag and a sapling for planting, as one way of offsetting carbon emission and saving the planet. We wanted to turn the one-day volunteers into lifelong protectors of the environment!



▲以家樂福各店為中心，聚集鄰里居民凝聚向心力，一同為自己生活的社區展開打掃行動

With Carrefour stores as the center, the communities rose in solidarity to clean up their neighborhoods.



▲熱心的義工們打掃家園，磚頭下、夾縫處，任何小細節都不放過
Enthusiastic volunteers took every care to make the homes cleaner, paying attention to even the crevices and underside of bricks.

家樂福號召的「減碳好樂活·掃街愛地球」活動，這些參與者都十分熟悉作業流程，尤其是全國的區長及里長，他們長年組織社區人士，推動各項社區工作；這次與家樂福合作，是這些社區團體年度活動之一，除了清掃街道創造更美好的生活環境，也讓居民和社區的距離更加親密；顯見臺灣社區文化正在萌芽。

家樂福並不以此為滿足，「減碳好樂活·掃街愛地球」活動中，義工們也發現部分弱勢族群的居家環境缺乏整理，於是自願協助展開「居家改造」的工程，隨時問自己社區的環境清潔還需要什麼，把握每個可以為社區服務的機會，希望達到「社區總體營造」的理念。

The participants in Carrefour's One-day Volunteer event are all highly familiar with the proceedings, particularly the district and neighborhood chiefs, who have long organized local residents to handle works in the community, and the collaboration with Carrefour is an annual event for these community organizations. Apart from sweeping the streets to create a better living environment, the activity also generates a stronger sense of community among the residents, further promoting the gradually maturing culture of community in Taiwan.

However, Carrefour is not happy to rest on its laurels. Through the activity, it is discovered that the disadvantaged in our community often require help with domestic cleaning, and assistance has been volunteered for the "home makeover" project. By always asking what is needed to make the neighborhood cleaner and taking every opportunity to serve the community, it is possible to achieve the goal of "total community development."



▶讓小朋友從小養成動手清潔的好習慣，環保教育向下紮根
Sending resources to people in need, combines the power of people to support disadvantaged groups who lack resources.

居住在雙連里的李阿嬤，盲眼又行動不便，對於環境的整理力有未殆，家樂福環保義工實地前往李阿嬤家，發現屋內灰塵滿佈、潮濕陰暗，且李阿嬤僅靠微薄的補助過活，還要燒飯洗衣，照顧兩位就讀小學的孫子，居家環境並不理想。

家樂福義工們在總經理夫人杜薇的帶領下，結合店內專業的水電人員，進行李阿嬤居家環境改造計畫，更換電燈、水龍頭、粉刷牆壁，讓這棟舊屋「再現風華」，祖孫三人因此擁有了更好的生活品質，也實現家樂福深耕社區的理念。

家樂福將不斷的持續環保整頓工作，希望藉此提昇人的心境，並推廣環境保護的觀念。

Grandma Li, who lives in Shuanglian Neighborhood, fully blind and inconvenienced, Grandma Li has trouble cleaning her home, and when Carrefour's volunteers visited, they found the place damp, dark and covered in dust. Moreover, although she lives on a meager benefit, she has to do the cooking and washing, and look after two grandchildren in elementary school – a condition far from ideal.

Led by Madame Dubois, wife of Taiwan Carrefour's General Manager, the volunteers brought in professional electricians and plumbers from the store to improve the home of Grandma Li, changing the lights and faucets, repainting the walls, and returning the old building to its "former glory." With Grandma Li and her family able to enjoy a better quality of life, Carrefour feels that its purpose in the community is somewhat fulfilled.

Carrefour will continue to devote efforts to cleaning and maintaining the environment, not only as a means of promoting the concept of environmental protection, but also of raising people's spirits.



▲家樂福總經理夫人杜薇與義工們清掃弱勢族群的居家環境，讓阿嬤再展笑靨

Madame Dubois, wife of Taiwan Carrefour's General Manager, and the volunteers helped improve the homes of disadvantaged families, bringing a smile to granny's face.



▲家樂福展現回饋社區的心意，落實「家家快樂又幸福」的理念
By making an effort to give back to the community, Carrefour realized the ideal of "bringing happiness to every family."

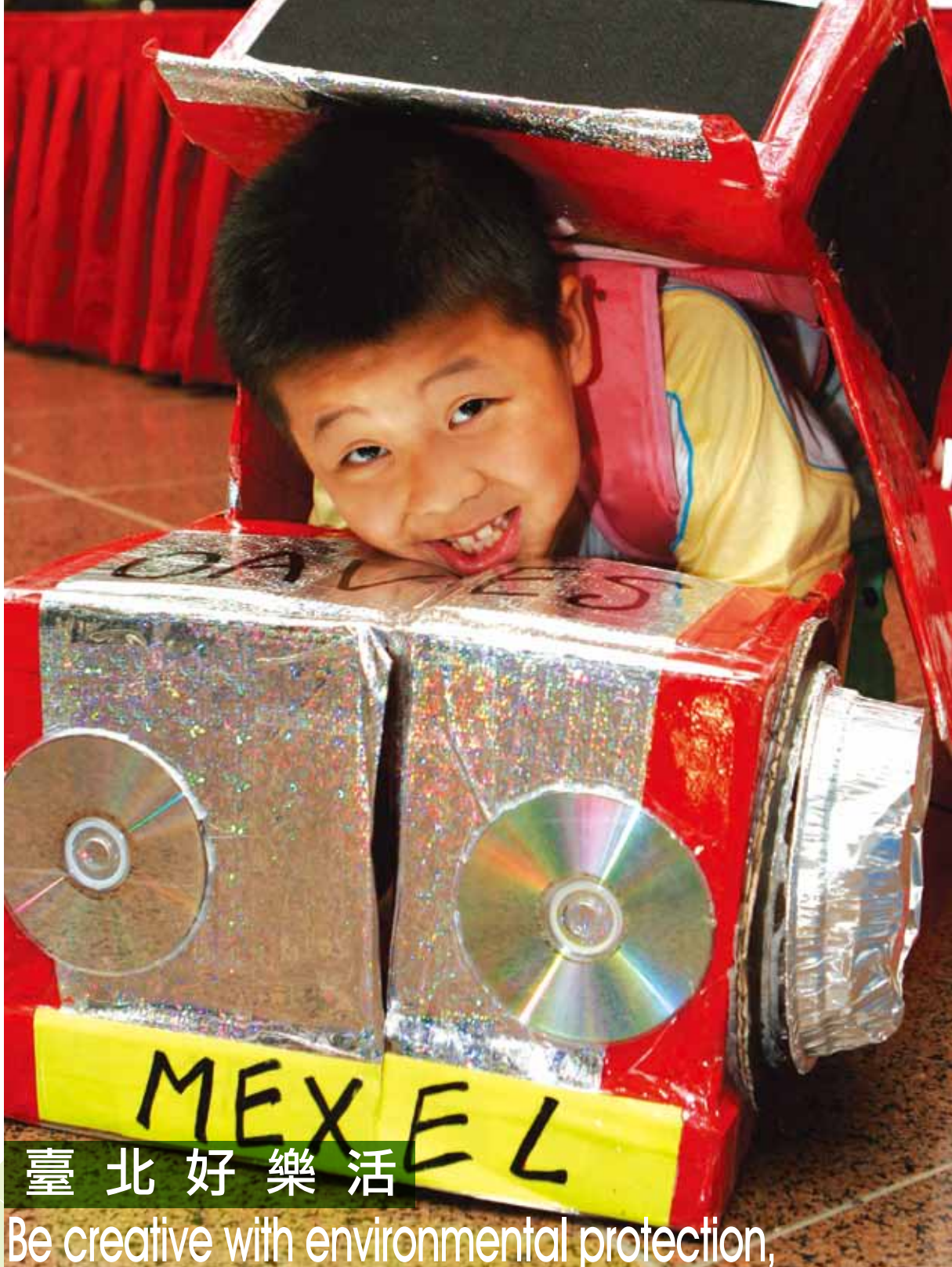


▶環保是家樂福的永續關懷，上至總經理夫人，下至一般員工，大家一起為地球換新裝

Environmental protection is Carrefour's unwavering concern, and a contribution was made by everyone, from the wife of the General Manager to individual staff members, to give our planet a makeover.

拚環保 翹創意

家樂福帶您疼惜咱的土地



臺北好樂活

Be creative with environmental protection,
Carrefour helps you care for our land

家樂福將不斷的持續環保整頓工作，希望藉此提昇人的心境，
並推廣環境保護的觀念

今年6月，家樂福文教基金會和臺北市環保局首度攜手合辦了「2008臺北市減碳節能創意王大賽」活動，希望大家不只用「心」做環保，還要動動「腦」做環保，家樂福希望深化環保價值，讓環保工作更有效率地持續下去。

「2008臺北市減碳節能創意王大賽」分為影片組和文字組，共吸引上千位市民踴躍投稿參與，影片組及文字組各取三名優勝者，可獲得家樂福禮券一萬元、節能除濕機、環保熱水瓶等實用好禮，並且邀請到臺北市大家長郝龍斌親自頒獎。

In June this year, a creativity contest was jointly organized by the Carrefour Cultural and Educational Foundation and the Taipei City Department of Environmental Protection for the first time, with the aim of motivating the public not only to engage in energy-saving, low emission practices with "heart," but also to use their "heads" to protect the environment. It is Carrefour's hope that by making the values of environmental protection deeply ingrained, the work of saving our planet can continue more efficiently.

Participation in the competition was highly enthusiastic, as more than a thousand entries were received in the two categories, film and creative writing. Three winners were named in each category, and great practical prizes that include Carrefour vouchers worth NT\$10,000, energy-saving dehumidifiers and eco-friendly hot water dispensers were presented to them by Mayor Hau Lung-bin in a special ceremony.



▲家樂福邀請市民一起飆創意，變形金剛、蓄電腳踏車都出爐，全民一起身體力行做環保

Carrefour invited Taipei citizens to show off their creativity. From transformer-like devices to an energy storage exercise bicycle, the ideas of environmental protection were inventively put into practice.

影片組金獎由汽車修理廠老闆張文玉奪得，他的得獎作品是一部可以邊踩腳踏車邊聽音樂或替手機充電的「可蓄電的健身腳踏車」。而且只要早晚踩個10分鐘，就可以讓小夜燈亮一整晚喔！

文字組金獎作品由陳家慧獲得，她以「愛護家園、減碳地球」為題，寫了一篇押幺韻的韻文，裡頭要大家「隨手關燈省荷包，節約用水錢少繳」，念起來順口而且發人深省。

透過這些得獎者的創意發想，募集了許許多多環保綠點子，同時也讓更多民眾重視環保議題。

The gold medal in the film category was won by Chang Wen-yu, owner of an auto repair shop, whose work presents an "energy storage exercise bicycle" that can power your music player or recharge your cell phone as you pedal for fitness – a ten-minute session in the morning and one in the evening can keep the night light switched till dawn!

Chen Jia-hui won the creative writing category with her rhymed composition that is easy to read and thought provoking, with phrases such as "switch off for a fuller purse, save water for shorter bills."

Through the creativity of these participants, many "green" ideas for environmental protection were collected, and general awareness of the importance of environmental issues was raised.

臺灣第一大零售業者
第一支環保義工中隊



義工無國界

The leading retailer in Taiwan
the first environmental protection volunteer team

家樂福希望以自身為起點，號召更多企業及個人響應環境保護工作，達到拋磚引玉的效果。加入臺北市義工中隊只是一個開始，希望能藉此凝聚民眾對於環保的熱忱，擴散到全國的每一個角落。

家樂福身為臺灣第一大零售業者，在環保議題上也肩負著旗手的身份，今年家樂福成立了一支環保義工中隊，加入臺北市環保義工大隊的行列，成為全國首支由通路商所組成的環保義工中隊。

家樂福環保義工中隊由臺北市長郝龍斌舉行授旗儀式，家樂福總經理杜博華穿上義工背心、揮舞分隊旗，鼓舞家樂福各分店持續在環境清潔上更加努力。

家樂福希望以自身為起點，號召更多企業及個人響應環境保護工作，達到拋磚引玉的效果。加入臺北市義工中隊只是一個開始，希望能藉此凝聚民眾對於環保的熱忱，擴散到全國的每一個角落。

As the leading retailer in Taiwan, Taiwan Carrefour also acts as the flag bearer on environmental issues. This year, Carrefour formed an environmental protection volunteer team to join the ranks of the Taipei City Environmental Protection Volunteer Squad, setting a precedent among retailers in the country.

In the flag conferral ceremony, Taiwan Carrefour General Manager Mr. Loic Dubois put on a volunteer's vest and waved the environmental protection volunteer team flag received from Mayor Hau Lung-bin, to call for continued efforts by all Carrefour stores in cleaning up the environment.

Carrefour hopes to lead by example and stir more businesses and individuals into action to participate in the tasks of environmental protection. Joining the Taipei City Environmental Protection Volunteer Squad was only the first step, one intended to rouse public concern for environmental protection into a passion, and spread it to every corner of the nation.



▲家樂福成為臺北市首支由通路商所組成之環保義工分隊，由市長郝龍斌頒贈證書及授旗

Carrefour set a precedent among retailers by forming an environmental protection volunteer team to join the ranks of the Taipei City Environmental Protection Volunteer Squad, and was presented with a certificate and flag by Mayor Hau Lung-pin.

家樂福在環保議題上始終不落人後，年年都有創新。過去8年，家樂福自行研發綠精靈環保家用品、舉辦垃圾車藝術彩繪巡迴展、音樂家馬修連恩環保心靈饗宴等活動，以多元企劃、異業結盟模式紮根環保精神，展開「捍衛地球」的行動。

今年，家樂福組織了環保義工中隊，並架設清淨家園環保義工部落格，臺北市長郝龍斌特別在12月18日的「2008年臺北市環保義工大隊績優義工表揚典禮」上頒發感謝狀，以感謝家樂福環保義工中隊一年來的辛勞，並邀請家樂福文教基金會參與頒獎典禮當天的「義工成果展覽會」，一起分享愛地球的心得。

A frontrunner in environmental causes, Carrefour has launched innovative campaigns annually during the past eight years. From the development of the Green Genie series of eco-home care products, to the organization of artistic garbage truck tours and concerts by Matthew Lien, Carrefour has begun the action to save our planet through diversified planning and cross-industry alliances aimed at helping the concept of environmental protection take root.

This year, Carrefour not only founded its own team of environmental protection volunteers, but also set up a blog for the "Cleaner Homeland" volunteer program. In the December 18 award ceremony to honor the outstanding environmental protection volunteers of 2008, Mayor Hau Lung-bin presented a certificate of appreciation to Carrefour, in gratitude for the hard work of its environmental protection volunteer team over the past year. The Carrefour Cultural and Educational Foundation was also invited to share its thoughts on caring for our planet in the volunteers' achievement exhibition on the day.

全民節能減碳

從  做起

節能減碳

From Lights to Saving Energy

一顆20瓦的省電燈泡，亮度相當於100瓦的白熾燈泡，其用電量卻只有20%。這個簡單而又讓人吃驚的數字，代表著節能減碳的腳步實在刻不容緩。

一般人可能不知道，一顆20瓦的省電燈泡，亮度相當於100瓦的白熾燈泡，其用電量卻只有20%。這個簡單而又讓人吃驚的數字，代表著節能減碳的腳步實在刻不容緩。

有鑑於省電燈泡可以對環境帶來的改變，家樂福文教基金會與經濟部能源局合作，於6月5日至7月5日在全臺48家分店宣導「全民節能減碳·從燈做起」，鼓勵民眾隨手關燈、更換省電燈泡，全國一年可省下42億度的電力，同時減碳267萬噸。

今年由Discovery《瘋臺灣》主持人Janet（謝怡芬）擔任代言人，她以清新健康的形象，鼓勵大家培養減碳好習慣，共創環境永續。

You may not be aware that a 20 watt energy-saving light bulb is just as bright as a 100 watt incandescent one, but uses only 20% of the electricity. This simple yet astonishing figure should shed light on how pressing the need is to cut carbon emission and save energy.

Seeing the positive impact of energy-saving light bulbs on the environment, the Carrefour Cultural and Educational Foundation partnered with the Bureau of Energy, Ministry of Economic Affairs, in a campaign to encourage the public to switch off unnecessary lights and switch on to energy-saving light bulbs. Results from the effort at Carrefour's 48 stores around Taiwan from June 5 to July 5 this year could save the nation 4.2 billion units of electricity a year, while cutting carbon emission by 2.67 million tons.

With her fresh, clean image, Janet Hsieh, host of the Discovery Channel program, "FUN TAIWAN," was asked to be the spokesperson and persuade everyone to cultivate green habits and achieve environmental sustainability together.



▲家樂福結合全臺通路的力量，以橫招、立牌、說明卡等文宣物，宣導節能減碳可從生活中做起

Through the involvement of all the stores in Taiwan, Carrefour used banners, stands, leaflets and other promotional material to advocate the everyday practice of saving energy and reducing carbon emission.

建構綠色消費環境 設立綠色商店

綠色商店



Constructing a green consumption environment through green stores

「綠色商店」，讓全國的民眾都能就近購買「低污染、可回收、省資源」的商品，讓地球持續潔淨下去。



▲家樂福全臺陸續成立綠色商店，臺北市長郝龍斌也頒贈證書感謝家樂福在環保上的努力
Carrefour continued to establish green stores around Taiwan, and in recognition of the company's effort in environmental protection, a certificate of appreciation was presented by Taipei City Mayor Hau Lung-pin.

今年家樂福全臺各分店積極引進環保標章商品，包含環保、節能、省水標章等，以及宣導環保觀念和設置資源回收區，在7月份全數成為官方核定的「綠色商店」，也是全臺擁有最多「綠色商店」的量販業者。家樂福蘆洲店同時榮獲臺北縣第100家綠色商店。

在這具象徵意義的一年，家樂福同時配合全臺灣各縣市環保局推廣「集標章、換好禮」活動，鼓勵民眾購買貼有「環保標章」的商品，讓大家都成為環保運動的「行動派」。家樂福新開的分店，也將繼續申請成為「綠色商店」，讓全國的民眾都能就近購買「低污染、可回收、省資源」的商品，讓地球持續潔淨下去。

This year, apart from setting up recycling zones in an effort to advocate the concept of environmental protection, the Carrefour stores around Taiwan have actively introduced products that bear the Green Mark, an indicator of their environmentally friendly, energy-saving and water-saving features. In July, all the stores became officially certified Green Stores, making Carrefour the "greenest" hypermarket chain in Taiwan. At the same time, Carrefour's Lu Zhou Store proudly became the 100th Green Store in Taipei County.



▲家樂福是全臺擁有最多「綠色商店」的量販業者，其中蘆洲店更成為臺北縣第100家綠色商店
Carrefour is the retailer with the highest number of "green stores" in Taiwan, and its Luzhou Store was also the 100th Green Store in Taipei County.

In this significant year, Carrefour also joined in the "Collect the Green Mark for Prizes" campaign organized by all the county/city environmental protection bureaus in Taiwan. The goal was to encourage the purchase of products with the Green Mark, so that everyone can become an "activist" in environmental protection. Every newly opened Carrefour store will also apply for Green Store certification to help make it convenient for consumers to buy "low pollution, recyclable and resource-saving" products, and keep our planet clean.

資源回收隨手做

愛護地球好步驟



天天資源回收天

Recycling,

the simple labor of love for our planet

希望「資源回收」成為每一位民眾的習慣。家樂福建立起方便的回收管道，鼓勵民眾舉手之勞愛地球，培養民眾珍惜資源，減量回收的觀念。

多節省一張紙，就能為拯救山林多做一點努力，而如果把光碟、廢電池、廢手機都回收起來，就可以讓地球免於大量重金屬的污染！

今年3月1日至5月31日，家樂福文教基金會參與臺北縣環保局「天天資源回收天」活動，民眾只要於家樂福臺北縣的8家分店回收廢光碟、廢電池任20個，或廢手機1支，就可以換1張摸彩券，有機會抱走42吋液晶電視、Wii遊戲機、數位相機、手機等等10,000個大獎。

參加臺北縣「天天資源回收天」活動只是家樂福鼓勵永續共生的一部份，家樂福文教基金會希望打造臺灣成為宜居城市，推動環保低碳生活，其中資源回收就是重點工作。減少1公斤垃圾，就能減少2.06公斤的二氧化碳排放。

因此，家樂福在全臺各分店廣為設立資源回收箱，希望「資源回收」成為每一位民眾的習慣。家樂福文教基金會建立起方便的回收管道，鼓勵民眾舉手之勞愛地球，培養民眾珍惜資源，減量回收的觀念。

Saving one piece of paper means more effort can be made to protect our forests, and by recycling optical discs, used batteries and unwanted cell phones, we can guard the Earth from serious heavy metal pollution!

In support of the Taipei County Environmental Protection Bureau's "Everyday is Recycling Day" campaign, a recycle for prize draw event was organized by the Carrefour Cultural and Educational Foundation from March 1 to May 31 this year. Members of the public were offered the chance to win one of 10,000 prizes, including a 42-inch LCD TV, Wii game console, digital camera and cell phone, when they recycled 20 used discs or batteries, or one unwanted cell phone at one of Carrefour's eight stores in Taipei County.

Collaboration with Taipei County's "Everyday is Recycling Day" campaign was only one part of Carrefour's efforts to promote sustainable coexistence. The Carrefour Cultural and Educational Foundation hopes to make Taiwan a more livable place by encouraging eco-friendly low carbon lifestyles, of which recycling is a key element: by reducing one kilogram of waste, it is possible to cut 2.06 kg of carbon emission.

Therefore, Carrefour has set up recycling bins at all the stores around Taiwan to turn the practice into a habit. The Foundation has also created convenient recycling channels to advocate this simple method of caring for our planet, and the concept of waste reduction and cherishing our resources through recycling.



愛心

快樂是分享，快樂是付出，快樂的人生就是這麼簡單。

慈善

Charity



一天省下10塊錢銅板，5天你就可以幫助一位貧窮兒童一頓溫暖的營養午餐。

省下今晚和同事KTV歡唱的娛樂，你就可以為一個身心多重障礙的小朋友儲蓄早期療育的基金。

今年就和另一半約定把情人節的燭光晚餐捐出來，讓一位獨居老人圓一個溫馨年夜飯的夢想，見證你們永恆的幸福。

快樂是分享，快樂是付出，快樂的人生就是這麼簡單。

家樂福雖然只是一顆小小散播愛的種子，但是我們希望與民眾手牽手做愛心，一起努力讓每一個家庭能有更好的生活。

Save one ten-NT coin a day, and in five days, you can provide a hot, nutritious lunch to an impoverished child.

Forgo tonight's entertainment with your colleagues at the karaoke lounge, and you can help a child with multiple mental and physical disorders collect the funds for early treatment and cure.

Make a pact with your beloved to donate the cost of your Valentine's Day candlelight dinner this year, and you can fulfill the wish of an elderly person living alone for a warming meal on Lunar New Year's Eve, as testament to your everlasting bliss.

Happiness is about sharing, about giving. Yes, it is that simple to live in happiness.

Although Carrefour only plays a small role in spreading the love, we hope to join forces with the public, and provide a better life to every family.

When you can live without care, you will have the power to realize your dreams!



快樂猶如春水，向人灑得多，自己必也沾上幾滴，服務能使人充滿愉悅心靈！

環華豐股份有限公司蘭城新月董事執行長



我們欣見家樂福文教基金會的雙手，熱情鼓舞了優質的表演團體，豐富了藝文界，讓臺灣人認同這塊土地。在苦悶的時刻，家樂福的努力，更為社會打開一扇心靈的窗戶。

雲門舞集藝術總監



希望聖誕夜

家樂福送愛到兒癌



送愛到兒癌

Carrefour Carries Christmas Cheer to Childhood Cancer Foundation

聖誕節是一個充滿希望與愛的日子，小朋友都會滿心期待這天的來臨，因為爸爸媽媽通常都為小朋友準備禮物，作為他們愛的表現與鼓勵。但是有一群臥病在床的癌症小朋友在聖誕節這天只會許下一個願望，就是能過健康地活過每一天。

► 癌症兒童的心願，藉由家樂福基金會的傳達，讓大家一起為他們實現夢想
As many answered the call of the Carrefour Cultural and Educational Foundation, the wishes of these children were realized for children with cancer.



◀溫馨耶誕節，家樂福總經理夫人杜薇呼籲大眾獻出愛心，關懷癌症病童

Christmas is a time of giving. Madame Dubois, wife of Taiwan Carrefour's General Manager, urged the public to donate to the cause of caring for children with cancer.

聖誕節是一個充滿希望與愛的日子，小朋友都會滿心期待這天的來臨，因為爸爸媽媽通常都為小朋友準備禮物，作為他們愛的表現與鼓勵。但是有一群臥病在床的癌症小朋友在聖誕節這天只會許下一個願望，就是能過健康地活過每一天。

為了完成這些生命小鬥士們的小小願望，家樂福文教基金會連續第7年與臺北市青少年育樂中心、統一宅急便等單位聯合主辦「送愛到兒癌，愛心宅急便」活動，結合家樂福58家通路的力量，為癌症兒童募集了13,520份的聖誕禮物，讓全臺近8,000名癌症小朋友度過了一個充滿希望的聖誕節。

Christmas is a time of love and hope, and much anticipated by children in particular, because they receive presents from their parents as a token of encouragement and affection. However, there is a group of children bedridden by cancer, who knows only one wish for Christmas, that is, to survive each day and gain better health.

To fulfill the small wish of these little fighters, the Carrefour Cultural and Educational Foundation has organized "Delivering Love to Children with Cancer" for the seventh year running, in partnership with Taipei Youth Activity Center and the President Corporation's Kuroneko Takkyubin delivery service. By the combined effort of Carrefour's 58 stores, 13,520 Christmas presents for children with cancer were collected this year, to ensure that some 8,000 of those sufferers around Taiwan would spend a Christmas filled with hope.



「送愛到兒癌」的圓夢計畫記者會開跑了，六歲的昱均小朋友因為早期發現早期治療，目前已經穩定控制的病情，在記者會中為鼓勵繼續在與生命拔河癌症小朋友們彈奏了美妙的鋼琴曲，讓癌症病童知道努力對抗癌細胞，也可像她一樣活得快樂又健康。身為昱均小朋友的忘年之交，家樂福法籍總經理夫人杜薇更是連續第2年以愛心大使的身分參與這個充滿溫暖與意義的聖誕活動。

At the press conference launching the event, six-year-old Yu-jun gave a wonderful performance on the piano to fellow young fighters against cancer. Due to the benefit of early diagnosis and treatment, Yu-jun's illness is now under control, and she demonstrates that it is possible to be happy and strong while trying to defeat cancer. For the second time in two years, Madame Veronique Dubois, wife of Taiwan Carrefour's General Manager and Yu-jun's special friend, is again the goodwill ambassador for this meaningful, heartwarming Christmas event.

現在就讀小學五年級的兒癌小朋友~小哲在二年級時被發現罹患骨肉瘤，在過去三年的抗癌之路上，他忍痛接受截肢手術，剩下單腳。

來自單親家庭的小哲雖然面對艱辛的醫療過程，以及家裡沈重的經濟負擔，但是樂觀、勇敢的他卻還可以用說笑話的方式來鼓舞其他的癌症兒童，貼心的小哲還會主動幫媽媽分擔家事，讓現場參加記者會的大人們都感到不捨與感動。小哲說從前他接受許多民眾溫暖的鼓勵，幫助他建立信心戰勝病魔，現在他要以這些抗癌的經歷來鼓勵其他病童，也呼籲民眾踴躍捐贈耶誕禮物幫助癌症兒童圓夢。

Another cancer sufferer, Xiao-zhe, was diagnosed with osteosarcoma during his second year in elementary school. Now in fifth grade, Xiao-zhe had fought against cancer for three years, undergoing amputation to be left with one leg.

Coming from a single-parent family, Xiao-zhe knows about suffering not only from the painful treatment but also from the family's heavy financial burden. However, he has remained positive and brave, able to tell jokes to cheer up other children with cancer, and considerably often volunteers to help his mother with housework. All the adults at the press conference were deeply touched by his spirit. Xiao-zhe said that he had received encouragement from many people that built up his confidence to fight the disease. Now he wants to encourage other sick children with his own experience, and calls on the public to donate as many Christmas presents as possible to make a dream come true for these young cancer sufferers.



▲癌症小朋友昱均以美妙的鋼琴曲，鼓勵癌症兒童努力對抗病魔

Yu-jun gave a wonderful performance by the piano to encourage children with cancer to overcome their disease.



▲結合家樂福58家通路的力量，為癌症兒童募集到了13,520份聖誕禮物

Through the collective effort of all 58 of Carrefour's stores, 13,520 Christmas presents were collected for the children with cancer.



◀家樂福為癌症病童準備的薑餅屋，象徵愛與希望，裡面的房子、雪人、牛牛都是可以吃的喔！

The gingerbread house prepared by Carrefour for the young cancer patients is a symbol of love and hope. It is also completely edible, from the house itself to the snowman and the cows!

家樂福今年特別邀請一位擁有20年糕餅經驗的老師傅製作「愛與希望薑餅屋」，當巨大薑餅屋一上場，所有的癌症小朋友都驚奇不已！

「哇！這是七彩拐杖糖做成的窗戶；哦！原來金魚是巧克力豆做的啊！」。癌症小朋友一邊裝飾著薑餅屋，一邊將糖果送到嘴裡，每一張臉都洋溢著幸福滿足。薑餅屋製作過程相當費時費工，使用的材料都是可食用的，不只是房子，連花園裡的小豬、牛牛、雪人都是師傅用餅乾糖果裝飾完成的喔！

這座象徵希望的薑餅屋，由家樂福總經理夫人杜薇捐贈給中華民國兒童癌症基金會，並放置於長庚兒童癌症病房中，以鼓舞這些住院的病童們抵抗病魔，健康快樂地長大。

For this year's event, Carrefour asked a baker with 20 years of experience to make a gigantic Love and Hope Gingerbread House, which brought amazed looks to all the children's faces when it was unveiled.

"Wow, the window's made with candy cane!" "Ah, so the gold fish is shaped by chocolate chips." The children still had time to express their marvel while busily shoving candy into their mouths as they decorated the gingerbread house in satisfied delight. The confection took a lot of time and effort to produce, and is complete edible – even the piglets, cows and snowman in the garden are made with cookies and candies!

The gingerbread house was presented to the Childhood Cancer Foundation by Madame Dubois as a symbol of hope and placed at the Chang Gung Memorial Hospital's cancer ward for children to cheer the patients on in their fight against cancer and strengthen their will to get healthy and grow up happily.



▲看到家樂福捐贈的大型薑餅屋，長庚兒童癌症病房的小朋友忘卻病痛，露出開心的笑容
On seeing the gigantic gingerbread house donated by Carrefour, the children at the Chang Gung Memorial Hospital cancer ward beamed in delight and forgot their illness and pain for a while!

兒癌彩繪人生

畫作展現生命力



兒癌畫展

Painting by Children with Cancer Shows Vitality

「兒癌畫展」是癌症病童抒發心情的最佳方式，藉由發表畫作建立他們信心與勇氣，幫助他們勇敢面對生命的挑戰。



▲藉由發表畫作建立信心與勇氣，幫助癌症病童勇敢面對生命的挑戰
The exhibition of their paintings helped the children with cancer build confidence and courage to face the toughest challenge of life.

英國的美術教育家里德 Herbert Read (1893-1968) 曾說：「要傳達思想和觀念，語言是最好的手段，而要傳達情感，繪畫則是最好的方法。」繪畫對孩子來講，是一種最初的語言，也是最直接的感情傳遞。尤其對於經歷過癌症痛苦的孩童而言，他們的畫作更讓人窺見了對生命的堅持和毅力。

臺北市青少年育樂中心與家樂福文教基金會一起邀請民眾於12月16日至12月23日參觀一項很特別的畫展。這項畫展是由40位罹患癌症的兒童展出150幅的畫作，以生動活潑的筆觸，畫下了他們在病房裡的心情，也畫下他們的夢想，這些小畫家們希望大家來看他們的畫展，也給他們加油打氣。

The English art educator Herbert Read (1893-1968) once said that, while thoughts and ideas are best articulated by language, feelings are best conveyed through painting. For children, painting is an innate idiom by which they can communicate their emotions most directly, and the works by those who have experienced the pain of cancer particularly offer glimpses of the will to live and spirit of perseverance.

Members of the public were invited to a very special art exhibition held from December 16 to 23 by the Taipei Youth Activity Center and the Carrefour Cultural and Educational Foundation. On show were 150 works by 40 children with cancer, which portray in lively brushstrokes their feelings about life in the ward and express their dreams. The young artists hoped that everyone would come and see their work, as a way of giving them moral support.

「藝術治療」近年在臺灣越來越被重視，而繪畫是最自然的方式，借著繪畫的表現，我們可以發現病童內心最真實的情感與問題，適時的給予協助，使他們能快樂地成長。

「兒癌畫展」是癌症病童抒發心情的最佳方式，藉由發表畫作建立他們信心與勇氣，幫助他們勇敢面對生命的挑戰。在畫展中我們看見5歲的浩浩把注射用的針筒畫得超大，表現出了對於治療的恐懼，6歲的均均則是在畫中透露希望和窗外的小孩一樣活蹦亂跳的心情。今年在畫展開幕時，還特別安排健康小朋友與癌症病童共同彩繪一幅象徵希望的「圓夢天使」大型畫作，藉由集體創作讓小朋友互相鼓勵、惜福感恩。



▲癌症病童現場繪製「圓夢天使」大型畫作，藉由集體創作，互相鼓勵
The children with cancer made a large painting called "Angel of Promise" on site, to encourage each other through collective creativity.

Art therapy is gaining prominence in Taiwan in recent years, an approach that considers painting as the most natural means for sick children to convey their innermost emotions and troubles. Through their art, it is possible to discover and address children's problems timely to help them grow in happiness.

For children with cancer, the Childhood Cancer Foundation Exhibition presents an opportunity to express their emotions and build the confidence and courage to face life's toughest challenges. Among the works exhibited, the exaggerated depiction of a large syringe by five-year-old Haohao represents the fear of treatment, and the scene portrayed by six-year-old Junjun reveals the hope to be as energetic as the children outside the window. For the opening of this year's exhibition, a group of healthy children were invited to work with the children with cancer on a large painting symbolic of hope, called "Angel of Promise." By engaging in collective creativity, the children can encourage each other and learn to be grateful for their blessings.

走出病房 迎接陽光

病童出遊趣



Out of the Ward and into the Sunshine

對許多長期住在病房中的癌症小朋友，今天終於「實現夢想了」。

一群深受癌症病痛折磨的小朋友，12月13日這天在家人的陪伴下，進行宜蘭國立傳統藝術中心一日遊。「今天不用去醫院耶！真開心！」當家樂福歡樂專車開進宜蘭國立傳統藝術中心，癌症病童們開心地歡呼。罹患白血病的昱均最嚮往旅行，來到宜蘭傳藝中心看「鯽仔魚要娶親」遊行嘉年華、歌仔戲、吃棉花糖、獅頭彩繪DIY等，病童們暫時忘卻病房的灰暗沈悶，享受充滿藝術與童趣的陽光假期。65位癌症病童在傳藝中心人員的導覽下，參訪知名的「廣孝堂」、「文昌祠」和「黃舉人宅」，感受各項傳統藝術之美，對許多長期住在病房中的癌症小朋友，今天終於「實現夢想了」。



▲家樂福總經理夫人杜薇擔任公益大使，帶領癌症兒童戶外郊遊去

Madame Dubois, wife of Taiwan Carrefour's General Manager, acted as the goodwill ambassador, and led the children with cancer out of doors on a field trip.



▲癌症兒童獻上對家樂福的感謝，讓他們走出病房，完成心中的夢想

The children were grateful to Carrefour for allowing them to leave their wards and realize a much cherished dream.

A group of children suffering from cancer walked out of their ward on December 13, and took a day trip to the National Center for Traditional Arts (NCFTA) in Yilan accompanied by their family. "No need to go to the hospital today! I'm so glad!" The children whooped with joy as Carrefour's special bus drove into the NCFTA park. Yu-jun, who has leukemia, loves to travel, and was particularly eager to visit Yilan. At NCFTA, as the children watched Taiwanese opera and the parade performance of "The Crucian Carp is Getting Married," ate candy floss and each painted a lion head, they forgot for a while the gloominess and dread of the hospital, and enjoyed a sunny break of artistic and cultural fun. Guided by NCFTA staff, the 65 children also looked at notable sites like Guangsiao Shrine, Wenchang Temple and the Huang "Juren" Residence, and experienced the beauty of traditional art in every aspect. For these children bound long-term to their hospital wards, it was a memorable day in which one of their dreams finally came true.



景氣寒冬

愛心不降溫

愛心捐贈

Charity Keeps Society Warm through Cooling Economy

家樂福持續鼓勵民眾捐贈物資成為其它家庭的及時幫助，使其物盡其用、適得其所，讓愛心捐贈的物資能被妥善運用

2008年，雖然臺灣面臨經濟不景氣，社會捐助資源快速萎縮的狀況。但家樂福認為，愈是在困難的時刻，大家更應該發揮人飢己飢的精神，互相扶持與關懷。家樂福持續鼓勵民眾捐贈物資成為其它家庭的及時幫助，使其物盡其用、適得其所，讓愛心捐贈的物資能被妥善運用。

來自加拿大的牧師Paul，收到來自家樂福文教基金會捐贈的麵條時開心地表示，今年他終於可以烹煮200人份的義大利美食，讓淡水安養中心的獨居老人享受一頓豐盛的聖誕大餐了。

家樂福今年總共募集了10,000多件的物資，並陸續捐贈給花蓮禪光育幼院、伊甸社會福利基金會、臺北家扶中心等10個弱勢團體。

Although 2008 was a year of economic downturn in Taiwan, and charity donations rapidly shrunk, Carrefour feels that, at times of trouble, it is even more vital for everyone to care and support one another in empathy. Carrefour continues to encourage the giving of unwanted resources that can be a timely help to families in need, so that "waste not, want not," the resources' function can be maximized, along with the good intention of donation.

Upon receiving the pasta donated by the Carrefour Cultural and Educational Foundation, the Canadian clergyman Paul happily said that at last, this year he could prepare an Italian feast for 200 people and celebrate a fine Christmas with the elderly persons living alone at Danshui Nursing Home.

This year, more than 10,000 articles were gathered and donated by Carrefour to ten charity groups, including Chan Guang Orphanage in Hualian, the Eden Social Welfare Foundation and the Taiwan Fund for Children and Families.



▲家樂福文教基金會將同仁們的愛心，捐贈給亟需幫助的社會福利單位，讓社會每一個角落都充滿溫暖

Carrefour Cultural and Educational Foundation shares the donation by Carrefour's staff with the social welfare organizations in need, sending love to every corner of society.

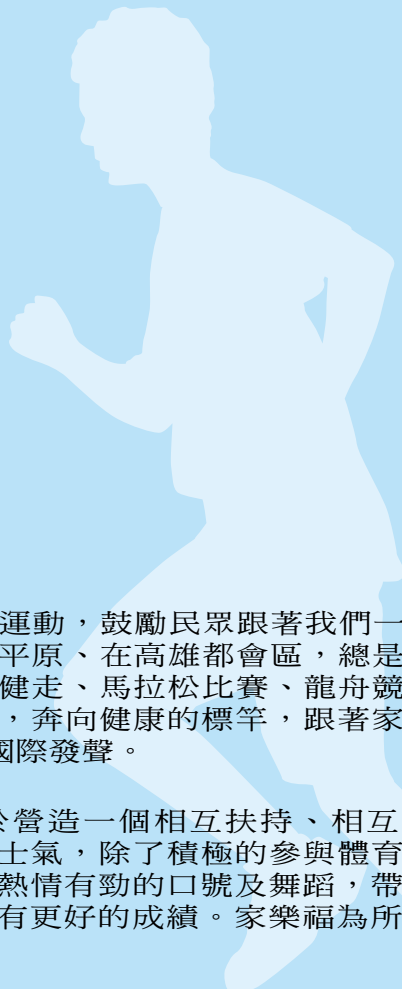
體育

我們鼓勵民眾走出戶外，奔向健康的標竿，跟著家樂福一起動起來，並且以運動的精神向國際發聲。

發展

Sport
Development





我們致力於投入全民休閒運動，鼓勵民眾跟著我們一起享受健康的活動。在太魯閣、在蘭陽平原、在高雄都會區，總是可以看見我們一起跑過的足跡。不管是健走、馬拉松比賽、龍舟競賽等大小賽事，我們鼓勵民眾走出戶外，奔向健康的標竿，跟著家樂福一起動起來，並且以運動的精神向國際發聲。

家樂福的企業精神，在於營造一個相互扶持、相互成長的溫馨環境，為了提振全民的運動士氣，除了積極的參與體育活動，同時號召員工組成加油團隊，以熱情有勁的口號及舞蹈，帶動現場氣氛，鼓勵民眾向自己挑戰，擁有更好的成績。家樂福為所有的選手加油，也為臺灣加油。

We are dedicated to the promotion of recreation and sports for all, and encourage the public to enjoy healthy activities with us. Our running footsteps have covered the Taroko Gorge, the Lanyang Plain and Kaohsiung City, and with events big and small, from walk, marathon to dragon boat race, we are always moving people out of doors towards the goal of health and wellbeing. As they become active with Carrefour, our voices celebrating the spirit of sports can be heard around the world.

The Carrefour corporate spirit is about creating a positive environment in which people can support one another and grow together. To advance the general involvement in sports, Carrefour not only participates enthusiastically in the activities but also calls on its employees to form cheering squads to enliven the event atmosphere with vigorous slogans and dance, and to support other participants as they challenge themselves to achieve better results. Carrefour applauds everyone's efforts and gives the loudest cheer to Taiwan.



On such difficult time, it's necessary that Company like Carrefour participate actively on social event, thanks to the foundation team who's making a wonderful job.

臺灣家樂福股份有限公司財務長
迪地亞 卡米耶 Didier CARMELLE



家樂福始終宣揚「家庭的價值」，鼓勵民眾珍視「愛」、並以「愛」待人，這正是目前社會最需要的一股力量，唯有家門內充滿愛，家門外才能充滿希望。

國際通商法律事務所律師



家樂福作為國內負責任的大型零售商，不僅行銷商品，也要行銷環保、行銷愛心、行銷全民健康。基金會是我們的平臺，是讓愛傳送出去的源頭。

家樂福文教基金會執行長

封國道 瘋路跑

8500人在中山高速公路上展活力



臺北國道馬拉松

National freeway sealed off for road running by 8,500 enthusiasts

全球首創將馬拉松移師到高速公路上舉行，因此每年總是成為國際的目光焦點。這次比賽除了帶動國人運動的習慣，引領國人認識運動的好處外，更是讓世界認識臺灣、大幅提昇國際能見度的機會。

3月23日的清晨6點，天還有點黑，空氣也有點濕冷，不過8,500人已經熱情起跑，在無車的高速公路上奔馳，抬起腳步，奮力向前，而且跑上了「高速公路」！此時，中山高速公路五股至汐止路段暫時交給了這群熱愛跑步的民眾。

「家樂福臺北國道馬拉松」是家樂福連續第2年贊助這項充滿健康、活力的賽事，也是全球首創將馬拉松移師到高速公路上舉行，因此每年總是成為國際的目光焦點。這次比賽除了帶動國人運動的習慣，引領國人認識運動的好處外，更是讓世界認識臺灣、大幅提昇國際能見度的機會。

At six in the morning on March 23, the skies were barely light and the air was cool and wet, but already 8,500 people had left the starting line, legs kicking, arms swinging, and running at speed down the freeway! Temporarily sealed off to motor vehicles, the section between Wugu and Xizhi on National Freeway No. 1 was given over to these enthusiastic runners.

Sponsored for the second successive year by Carrefour, the competition that aims to promote a healthy, active lifestyle is the first marathon ever held on the freeway in the world, and naturally the focus of international attention each time. Apart from generating the habit of exercise among the people of Taiwan, championing its many benefits, the event is also a great opportunity for friends from afar to know more about our country and raise its international profile.



▲「臺北國道馬拉松」將馬拉松移師到高速公路上舉行，吸引各國好手參與，家樂福啦啦隊也賣力的為選手們加油

The Taipei International Express Marathon brought road running onto the national freeway, and attracted elite runners from all around the world, who received constant encouragement from the Carrefour cheering squad.

值得一提的是，由於全程馬拉松男子組第一名獎金20萬元創下歷年最高，吸引國內外一流選手參加「家樂福臺北國道馬拉松」，有來自肯亞、南非、坦尚尼亞、俄羅斯、法國、義大利等國際知名選手同場競技，其中全程馬拉松的男子組和女子組分別由坦尚尼亞籍的迪斯德里·亨伯封王，俄羅斯籍的雅娜·佩羅佩凱娜封后。國內長跑好手何盡平、許玉芳則分別拿下半程馬拉松男子組及女子組的冠軍。

今年除了外籍選手的人數創下新高之外，10公里組也出現許多機關團體報名，展現健康活力的一面。警政署就派出了500名路跑勇士參與路跑，壯大的陣容讓民眾留下了深刻的印象。

It is worth mentioning that the prize money for the winner of men's marathon this year was a record high, the NTD200,000 attracting many elite competitors from around the world, including Kenya, South Africa, Tanzania, Russia, France and Italy, and was eventually pocketed by Disdery Hombo of Tanzania. Tatyana Perepelkina of Russia came first in the women's marathon. Top Taiwanese runners Ho Chin-ping and Hsu Yu-fang won the men's and women's half marathon, respectively.

Not only was the number of international competitors the highest ever this year, many organizations also signed up for the 10k-run to show off their fitness and vitality. For example, the National Police Agency sent out a group of 500 road running warriors for the event, their magnificent array creating an impressive sight.

為2009年世運會加油

家樂福盃路跑賽



家樂福活力家庭路跑

Carrefour Supports the 2009 world games by 3,000 enthusiasts

臺灣第一次主辦正式性的國際級賽事-2009年世界運動會即將在高雄市登場，為了凝聚全民認同及參與，由高雄市政府教育局、財團法人2009世界運動會組織委員會基金會與財團法人家樂福文教基金會共同主辦的『第二屆家樂福盃活力家庭路跑賽』將號召全民一起用健康的路跑活動，為臺灣參賽選手加油打氣！



2008北京奧運讓全世界的目光集中在中國大陸，2009年世界目光則將轉移到臺灣。臺灣第一次主辦正式性的國際級賽事-2009年世界運動會即將在高雄市登場，為了凝聚全民認同及參與，由高雄市政府教育局、財團法人2009世界運動會組織委員會基金會與財團法人家樂福文教基金會共同主辦的『第二屆家樂福盃活力家庭路跑賽』號召全民一起用健康的跑活動，為臺灣參賽選手加油打氣！

11月8日早上7點，「第二屆家樂福盃活力家庭路跑賽」在高雄市立美術館對面的草坪廣場熱力開跑，而為了推廣全民運動的理念，家樂福規劃了菁英組（8公里）、健康組和自由組（2.6公里），一共吸引了3,000位民眾闖家參與。

Just as the Beijing Olympics focused the world's attention on Mainland China in 2008, in 2009, the spotlight will be on Taiwan because of the World Games. Soon to take place in Kaohsiung, it will be the first formal, world-class sporting event organized by Taiwan. To raise general awareness of the event and encourage participation, the 2nd Carrefour Family Fun Run was co-hosted this year by the Kaohsiung City Education Bureau, World Games 2009 Kaohsiung Organizing Committee and the Carrefour Cultural and Educational Foundation. We wanted everyone to cheer on Taiwan's athletes for the World Games through the healthy activity of road running!

At 7 a.m. on November 8, the Carrefour Family Fun Run began on the field opposite the Kaohsiung Museum of Fine Arts. To promote the idea of "sports for all," the competition was divided into the elite group (8km) and the active and leisure groups (2.6km), with as many as 3,000 people joining in the fun.

今年的「家樂福盃活力家庭路跑賽」特別和世運會結合，除了邀請北京奧運舉重銅牌得主陳葦綾擔任代言人，會場還規劃了「世運『鮮』體驗」活動區，讓全家大小一起體驗飛盤高爾夫、合球和法式滾球等世運競賽項目。

當然，世運會中即將上場的明日之星也迫不及待幫自己先暖身一下，體重高達130公斤的相撲選手陳立嶸就穿著丁字褲參與路跑，所到之處無不吸引眾人的目光。

家樂福作為世運基金會唯一指名合作的量販業者，凡是報名參與路跑的民眾皆可獲贈獨家限量的世運紀念背心，家樂福也提供Wii、腳踏車等獎品供民眾摸彩，讓大夥兒在活力、健康又歡樂的氣氛下，迎接世界運動會。

Especially associated with the World Games 2009 Kaohsiung, this year's Carrefour Family Fun Run invited weightlifter Chen Wei-ling, bronze medalist of the Beijing Olympics, to be the spokesperson. In addition, an activity zone was arranged on site to let the participating families try out some of the World Games sports, such as flying disc, korfbal, and boules.

For the rising sports stars ready to take center stage in the games, the event was the perfect opportunity to show off and tone up – weighing as much as 130kg, sumo athlete Chen Li-rong took part in the run wearing only his competition loincloth, attracting constant attention along the route.

As the only designated retailing partner of the Kaohsiung Organizing Committee, Carrefour presented all registered runners with an exclusive World Games souvenir vest, and also organized a prize draw for the chance to win Wii game consoles and bicycles. More than just a road run competition, the event was a lively, healthy and fun way to welcome the World Games to us.



▲「家樂福盃路跑賽」現場設置部分世運競賽項目讓民眾「鮮」體驗
As part of the Carrefour Family Fun Run, a few World Games events were set up to give the public a first-hand experience.



▲2008北京奧運舉重銅牌陳葦綾（後排站立者左三），同時也是世運健力項目的奪金希望，呼籲民眾一起用路跑為世運加油！
Chen Wei-ling, Olympic bronze medal weightlifter and gold medal hopeful in powerlifting in the coming World Games, called on everyone to support the event through road running!



世界唯一 峽谷馬拉松

11月1日 太魯閣起跑



太魯閣峽谷馬拉松

Running through Taroko
in the world's only gorge marathon

家樂福連續第3年贊助這項活動，為的就是希望藉由奔馳在太魯閣峽谷中，讓人們與大自然合而為一，同時增進身體和心靈的健康。

細雨澆不熄10,000名跑者的熱情，11月1日清晨7點，在內政部長廖了以和衛生署署長葉金川鳴槍之後，「2008太魯閣峽谷馬拉松」於太魯閣口東西橫貫公路牌樓起跑，選手在美麗的峽谷中穿梭。

從2000年開始，中華民國路跑協會開始在依山傍水的太魯閣舉辦世界獨一無二的「峽谷馬拉松」，9年來中外好手集聚一堂，太魯閣鬼斧神工的景緻於是呈現在世人面前，吸引了更多人參加這項活動，也促進了臺灣的觀光產業。

這也是家樂福連續第3年贊助這項活動，為的就是希望藉由奔馳在太魯閣峽谷中，讓人們與大自然合而為一，同時增進身體和心靈的健康。

The enthusiasm of 10,000 runners simply could not be doused by a little rain. At seven in the morning on November 1, the gun sounded in the hands of Interior Minister Liao Liou-yi and Health Minister Yeh Chin-chuan, and the 2008 Taroko International Marathon officially began. Competitors set off under the Taroko entrance gate on the Central Cross-Island Highway and started to weave in and out of the stunning gorge.

An event unique in the world, the gorge marathon under the mountains along the stream in Taroko is organized by the Chinese Taipei Road Running Association, and first took place in 2000. Over the nine years, many elite runners from all over the world have signed up for the race, helping to reveal the magnificence of the Taroko gorge to the world, and with more and more people drawn to the event, Taiwan's tourism industry has also benefited.

Now in its third successive year, Carrefour's sponsorship of the event is motivated by the hope that as people run through the gorge, they can become at one with Nature and gain greater physical and spiritual health



▲「太魯閣峽谷馬拉松」吸引10,000名中外好手一起欣賞太魯閣的峽谷景緻，家樂福的加油團隊以熱情為路跑勇士喝采

An opportunity to see the magnificent gorge scenery up close, the Taroko International Marathon attracted 10,000 runners from around the world, who were cheered on enthusiastically by the Carrefour's cheering squad.

在秋涼的微風中，男子組馬拉松由去年奪冠的肯亞籍馬拉凱文以2小時32分55秒衛冕成功；女子組馬拉松則由日本籍的鈴木純子以2小時57分52秒封后。

沿途上，隨處可看見奮力奔馳的家樂福同仁，以行動支持這項全民運動。兩旁揮舞著加油旗幟的家樂福啦啦隊，熱情又賣力為選手加油打氣，鼓勵每位參賽者跑出自己美好的人生。

活動現場的原住民舞蹈表演及傳統樂器演奏，節目精彩，旋律酣暢，呈現臺灣的人文之美，也讓在場10,000名民眾可以親近原住民的文化內涵，而會場周遭的原住民市集則為文化產業帶來更多生機，也提升大眾的美學質感。

In the cool autumn breeze, Nikodemus Malakwen of Kenya successfully defended his crown in the men's division with a time of 2 hours 32 minutes 55 seconds, and Suzuki Jyunko of Japan won the women's group in 2 hours 57 minutes 52 seconds.

Along the course, members of Carrefour's staff could be seen trying their best to finish the race, supporting the "sports for all" idea in action, while by the sides the Carrefour cheering squads waved flags with vigor and loudly cheered on all the competitors, encouraging them to achieve something wonderful in their life.

As part of the event, live performances of indigenous dance and traditional music provided brilliant and melodious entertainment that also displayed the beautiful diversity of Taiwan and gave the crowd of more than 10,000 an authentic indigenous cultural experience. Around the venue, an indigenous market injected more vitality to the local cultural industry and elevated the public's sense of aesthetics and appreciation of creativity.

為健康把關 元旦健走

5,000人元旦向前行

New Year's Day walk a way towards better health



這是家樂福文教基金會連續第五年贊助希望基金會的元旦健走活動，響應紀政推廣的「每日一萬步，健康有保固」的概念，希望培養國人運動的好習慣。

2008年元旦清早，5,000名民眾在飛躍的羚羊--紀政的帶領下，以「萬步健走」為新年揭開序幕，也邁開未來一年的健康步伐。

這是家樂福文教基金會連續第五年贊助希望基金會的元旦健走活動，響應紀政推廣的「每日一萬步，健康有保固」的概念，希望培養國人運動的好習慣。

5,000名民眾由中山足球場出發，在綠草如茵的圓山公園裡穿梭、沿著基隆河經過大直橋、忠烈祠、北安公園等著名景點，讓民眾在運動的同時，敞徉在秀麗的景色當中。

民眾凡是報名就贈送福袋，人人有獎，包括家樂福贊助提供的冰箱、洗衣機等電器用品，讓民眾在新年第一天就把健康和福氣帶回家。

Early in the morning on the first day of 2008, 5,000 people, led by our "Flying Antelope" Ms. Chi Cheng, welcomed in the new year by taking ten thousand strides in a walk towards a healthier and more active future.

The Carrefour Cultural and Educational Foundation has sponsored the New Year's Day walk of the Hope Foundation for five successive years, in support of Ms. Chi's campaign to promote the idea of walking as a guarantee of good health – "10,000 steps a day can keep the doctor away," and to cultivate the habit of exercise among the people of Taiwan.



▲由希望基金會董事長紀政（右二）、前交通部部長蔡堆（右四）帶領民眾實踐「每日一萬步，健康有保固」

Ms. Chi Cheng, chairwoman of the Hope Foundation (second from right) and Tsai Duei, former minister of transportation (fourth from right) demonstrated how the idea, "10,000 steps a day keeps the doctor away," can be put into practice.

The 5,000 participants set off from Zhongshan Soccer Stadium, and stepped across the green meadows of Yuanshan Park, along the bank of Keelung River, over Dazhi Bridge, and past other notable landmarks such as the Taipei Martyrs' Shrine and Bei'an Park, enjoying fine scenic views as well as a good work out.

Everyone that signed up for the event was awarded a gift pack, with prizes sponsored by Carrefour that include refrigerator, washing machine and other electronic appliances, so that they could walk away with some good luck as well as good health on the first day of the new year.



光泉健走

光泉健走

北中南 15,000人共走9萬公里

15,000 people covered 90,000km in Kuang Chuan's Walk for Health

家樂福相信，健康的生活可以很簡單，而雙腳就是最好的健身器材，家樂福也始終願意扮演號召全民運動的平臺，邀大夥兒一塊來運動，與健走談戀愛。

家樂福文教基金會結合全省的通路，贊助「光泉健走月」，串連北中南三地，向民眾宣導健走的好處。

「光泉健走月」5、6月間分別在臺北大稻埕、臺中都會公園和高雄都會公園熱鬧開「走」，共吸引了全臺約15,000人參加。在每場6公里、約10,000步的路程裡，適合全家大小一起來參與。

會場獎品豐富的摸彩活動，提高民眾參與體育活動的誘因，鼓勵民眾培養運動的好習慣。

家樂福相信，健康的生活可以很簡單，而雙腳就是最好的健身器材，家樂福也始終願意扮演號召全民運動的平臺，邀大夥兒一塊來運動，與健走談戀愛。



▲家樂福呼籲社會大眾重視自己的健康，更特別提供贈品讓民眾摸彩，鼓勵民眾多多運動

Carrefour wants people to care about their health. A prize draw was sponsored by the company as incentive to get people exercising.

With the support of all the Carrefour stores in Taiwan, the Carrefour Cultural and Educational Foundation sponsored the Kuang Chuan Walk for Health campaign to advocate the benefits of walking in three events held in northern, southern and central Taiwan.

The campaign in May and June took place at Taipei's Dadaocheng area, the Taichung Metropolitan Park and the Kaohsiung Metropolitan Park, drawing around 15,000 people in total. The 6km-long course could be completed in 10,000 steps and was perfect for everyone to attempt, regardless of age.

With the additional incentive of fantastic prize draws to raise participation, the campaign was a success in encouraging people to cultivate the habit of exercise.

It is easy to achieve a healthy lifestyle, as we already have the best equipment for keeping fit, our feet. Carrefour is willing to serve as a beacon that shines on the path to greater fitness, and invites everyone to take up walking and make exercising a lifelong practice.

快樂健行

快樂健行

向國際邁開健康步伐



Happiness March a healthy stride to connect with the world

「行」是行動、是步行，意味著生命力的展現，臺灣身為「國際健行聯盟」的成員之一，每年11月都會舉辦健行。11月的兩個1恰比為人的兩隻腳，正是鼓勵人們多走路。



▲「國際健行聯盟」鼓勵會員去其他國家參加健行活動，促進文化交流，現場同時舉辦「行的概念--設計比賽」

The IML Walking Association encourages members to travel to other countries for walking events and to promote cultural exchanges. As part of the event, a design competition on the concept of "walking as a movement" was held.

11月8~9日，家樂福文教基金會贊助希望基金會、中華民國山岳協會所共同舉辦的「第18屆國際快樂健行大會」，進行10公里、20公里、30公里的健行。

「行」是行動、是步行，意味著生命力的展現，臺灣身為「國際健行聯盟」的成員之一，每年11月都會舉辦健行。11月的兩個1恰比為人的兩隻腳，正是鼓勵人們多走路。

「國際健行聯盟」是一個非政治、非營利的組織，目的在推廣健行，每年在不同國家以非競賽的方式舉辦。今年臺灣的活動共有10,000人參加，其中包括400名國外的熱情參與者。家樂福希望藉由贊助此活動，促進臺灣與國際的交流，推廣健康的概念。

Sponsored by the Carrefour Cultural and Educational Foundation and organized jointly by the Hope Foundation and the Republic of China Alpine Association, the 18th Happiness Walking Festival took place on November 8 and 9, with routes of 10km, 20km and 30km.

A display of vitality, walking is a movement in more than one sense of the word. As a member of the IML Walking Association, Taiwan is responsible for organizing an event each year, and the 11th month is the perfect time to encourage people to walk more, as the Arabic number can be made into a symbol for two human legs.

The IML Walking Association is a non-political, non-profit organization aimed at promoting walking as a healthy recreation, with non-competitive events held in different member countries each year. Around 10,000 people participated in the Taiwan event this year, including 400 international enthusiasts. Through its sponsorship, Carrefour hopes to facilitate Taiwan's communication with the world and promote the concept of fitness and health.

▶ 奧運選手吳文騫擔任此次活動代言人，與宜蘭縣縣長呂國華一起呼籲民眾為「超馬媽媽」加油

Olympian Wu Wen-chien as the spokesperson encouraged the publics to hail the "super marathon mom" with Yilan County Magistrate Lu Guo-hwa



宜蘭馬拉松

山水田園的運動場

宜蘭馬拉松

Yilan Marathon, a pastoral competition

有人說，宜蘭就像是臺北的後花園，有著都市叢林中難得一見的好山好水和田園風光。



▲這是家樂福第一次贊助宜蘭馬拉松，共有3,000名全國菁英參與

This was Carrefour's first sponsorship of the Marathon in Yilan County, which saw the participation of 3,000 top runners from around Taiwan

With its fine natural environment and idyllic surroundings, Yilan is said to be Taipei's back garden, an accessible sanctuary to those living in the city's concrete jungle. On December 7, a marathon was held for the first time in Yilan County, in which the athletes enjoyed some wonderful green eye candy as they strived for their best times.

Around 3,000 competitors signed up for this year's Yilan Marathon, the first time Carrefour has sponsored a sporting event in Yilan, and its newly opened I-lan Store was in charge of supplying chocolate, banana, mineral water and other provisions to fuel the competitors on their push to the finishing line.

With Olympian Wu Wen-chien as the spokesperson, the event championed the health benefits of running, and also provided an opportunity for everyone to offer good wishes to Chiu Shu-jung, the "super marathon mom" who fell ill during a race in France, her courageous spirit in pursuing her dreams an inspiration to all sports lovers.

有人說，宜蘭就像是臺北的後花園，有著都市叢林中難得一見的好山好水和田園風光。今年12月7日，宜蘭縣首次舉辦馬拉松賽事，讓揮汗奔跑的選手有絕佳的視覺享受。

今年的宜蘭馬拉松吸引約3,000人參加，這也是家樂福第一次贊助宜蘭的運動賽事，透過剛成立的宜蘭分店，支援巧克力、香蕉、礦泉水等補給品，支持選手們向前奔跑的動力。

難能可貴的是，大會邀請到奧運選手吳文騫擔任代言人，號召民眾向健康邁進。同時大會號召民眾一起為追求自己夢想而在參加法國超級馬拉松時受傷的「超馬媽媽」邱淑容加油打氣，鼓舞所有熱愛運動的人。



▲宜蘭縣縣長呂國華(左一)與貴賓們一起為宜蘭第一場馬拉松揭開序幕，希望能帶動宜蘭運動休閒產業的發展，右二為家樂福宜蘭店店長

Yilan County Magistrate Lu Guo-hwa. (first from left) and distinguished guests set off in Yilan's first ever marathon, in the hope of promoting the sport and recreation industry in Yilan. The second from right was Carrefour I-lan Store Manager.

發揚傳統文化

家樂福慶端午

水岸端午嘉年華

Carrefour celebrates Dragon Boat Festival to promote traditional culture

家樂福文教基金會連續5年贊助臺北市政府的「水岸臺北端午嘉年華」，也是唯一推廣端午文化的外商公司，希望藉由龍舟賽讓國際友人更加瞭解臺灣的傳統文化。



▲俗諺說：「五月五，龍船鼓，滿街路。」正可說明此次167隊國內外好手參與龍舟賽事的盛況

The saying, "On the fifth day of the fifth month, amidst the sound of drums, dragon boats are paraded in the streets filled with people making offerings," is a perfect description of the festive affair that was this year's dragon boat race, in which 167 teams of Taiwanese and international competitors took part.

「端午節」是中國傳統的節慶，龍舟競賽更是一項集合傳統文化與團隊精神的運動，家樂福文教基金會連續5年贊助臺北市政府的「水岸臺北端午嘉年華」，也是唯一推廣端午文化的外商公司，希望藉由龍舟賽讓國際友人更加瞭解臺灣的傳統文化。

6月1日當天，臺灣家樂福總經理杜博華與臺北市長郝龍斌遵循古禮，一起祭祀春秋時代詩人屈原、為龍舟點睛、踩街遊行，展現了傳統文化的承繼與開創。

6月7~8日在大佳河濱公園舉辦的龍舟競賽，吸引了國內外167支隊伍報名，共有10,000名中外人士參與。

Dragon Boat Festival is an important traditional Chinese holiday celebrated with dragon boat races, a sport that combines folk customs and the spirit of team competition. Carrefour has sponsored the Taipei City Government's International Dragon Boat Festival for five successive years, and is the only foreign business involved in promoting the tradition of Dragon Boat Festival, as we would like to help our overseas friends learn more about the culture of Taiwan.



▲家樂福是唯一推廣端午文化的外商公司，由臺北市長郝龍斌贈送家樂福總經理杜博華傳統的香包表達祝福

Carrefour is the only foreign business involved in promoting the tradition of Duanwu. For good luck, the Taiwan Carrefour General Manager Loic Dubois was presented with a traditional perfume pouch by Taipei City Mayor Hau Lung-pin.

On June 1, following ancient customs, Carrefour General Manager Loic Dubois and Taipei City Mayor Hau Lung-pin offered sacrifice to Qu Yuan, a poet of the Warring States period, painted the eyes of the dragon on the boats, and paraded in the streets, in an exhibition of the continuation and innovative renewal of traditional culture.

On June 7 and 8, the dragon boat races were held at Dajia Riverside Park. 167 local and international teams registered to compete, and a total of around 10,000 people participated in the festival.

海上之島

水中蛟龍

臺北划船錦標賽

Water riders on the island beautiful

家樂福長期支持體育活動，尤其鼓勵青年向自我挑戰，今年再度贊助選手補給品，為活動盡一份心力。

臺灣四面環海，島上河川溪流遍佈，這種特殊的地理環境，讓臺灣人有了發展划船運動的先天條件。

為了展現基隆河整治有成、活絡水域的運用，臺北市政府於今年10月18日至19日在大佳河濱公園舉辦了「2008臺北划船錦標賽」，邀集了國內25支隊伍參與「單人雙槳」、「雙人單槳」、「四人雙槳」等各樣競賽。

家樂福長期支持體育活動，尤其鼓勵青年向自我挑戰，今年再度贊助選手補給品，為活動盡一份心力。也希望划船運動能吸引民眾，讓基隆河畔發展成為觀光景點，擴大民眾休閒生活的場域，親近城市的母親—河川，體驗與河共舞的感受。



▲基隆河水域整治有成，吸引25支勁旅參與划船賽。
To celebrate the achievement of cleaning up the waterways of Keelung River, 25 teams competed in the specially organized rowing championship.

An island with many rivers and streams, Taiwan is endowed with the perfect geographic environment to develop the sport of rowing.

To show off the achievements in cleaning up Keelung River and diverse use of the waterway, the Taipei City Government organized the 2008 Taipei Rowing Championship, which took place on October 18 and 19 at Dajia Riverside Park. 25 local and international teams were invited to compete in events ranging from single scull, pair sweep to quad scull.

A long-term supporter of sports, Carrefour especially encourages young people to challenge themselves, and this year, it again contributed to the event by supplying the competitors with provisions. It is our hope that, as more people are drawn to the sport of rowing, the banks of Keelung River can be developed not just for tourism but as a recreational area in which Taipei residents can become closer to the nurturer of their city, the river, and experience the joy of its flow.

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家樂福文教基金會2009活動看板 Carrefour Foundation 2009 Event Planning

活動名稱 Activity	月份 Month	地點 Place
臺北縣元旦迎新活動 Taipei County New Year Celebration	1月	臺北縣 Taipei County
家樂福臺北國道馬拉松 Carrefour Taipei International Express Marathon	3月	臺北市 Taipei City
家樂福兒童新樂園 Carrefour Children New Paradise	4月	全省 Nationwide
宜蘭蔣渭水高速公路全國馬拉松 Yilan National Marathon Race	4月	宜蘭 I Lan County
家樂福環保月活動 Carrefour Environmental Protection Month	5月	全省 Nationwide
家樂福暑期夏令營 Carrefour Summer Camp	7月	全省 Nationwide
臺灣中區區域活動 Central Regional Event	9月	臺中市 Taichung
藝術學堂 Taiwanese Opera Exhibition	10月-12月	全省 Nationwide
家樂福高雄路跑賽 Carrefour Family Fun Run	11月	高雄市 Kaohsiung
太魯閣路跑賽 Taroko Gorge Marathon	11月	花蓮縣 Hualien County
臺北市區域活動 Taipei City Regional Event	12月	臺北市 Taipei City

1996~2008年大事紀 Chronicle

活動名稱 Activity

- 家樂福“精打細算”報稅諮詢服務

Tax Consulting Service

- 「我愛我家」全國攝影比賽

My Sweet Family Photo Contest

- 「為兒童幸福而跑」路跑活動

Annual Carrefour Road Running

- 家樂福小畫家寫生比賽VS 兒童布偶秀

Carrefour Children Drawing Contest v.s. Puppet Show

- 家樂福私房菜烹飪比賽

Carrefour Cooking Contest

- 家樂福夏日徵文

Summer Story Essay Contest

- 家樂福捐血運動

Carrefour Blood Donation Movement

- 古蹟寫生親子遊

Historic Site Drawing Tours

- 家樂福奧林匹克國際路跑活動

Carrefour Olympic International Road Running

- 家樂福耶誕古早味-明華園跨世紀演出-武松打虎

Carrefour Folklore Carnival-Min Hua Yuan Folk Opera

- 兵馬俑全省巡迴展

Terracotta Warrior Exhibition Tours

活動名稱 Activity

- 家樂福奇幻寫生嘉年華

Carrefour Children Drawing Festival

- 家樂福關懷環保系列活動-環保雕塑展

Carrefour Care The Earth Activities Series- Recycle Sculpture Exhibition

- 家樂福中秋藝術饗宴-優人神鼓演出

Carrefour Moon Festival Art Banquet-U Theatre Performance

- 家樂福兒童藝術季-賣場藝術展

Art Exhibition in Carrefour Store

- 家樂福送暖愛心捐贈

Carrefour Winter's Charity Donation

- 家樂福暑期夏令營

Carrefour Summer Camp

- 家樂福耶誕傳福音

Carrefour X'mas Charity Activity

- 家樂福賣場藝術迴廊

Carrefour Art Gallery

- 家樂福幫幫伊-萬件衣衣撿便宜義賣活動

Carrefour Clothes Charity Sale

- 家樂福環保月

Carrefour Environmental Protection Month

- 家樂福活力親子夏令營

Carrefour Summer Camp

活動名稱 Activity

- 艾利風災-送愛心用水到桃園

Typhoon Alley-Deliver Water to Taoyuan

- Open Book 無人服務圖書館

“Open Book” Staff-less Library

- 家樂福兒童新樂園

Carrefour Children New Paradise

- 為臺灣祈福-家家快樂-幸福點亮希望之樹

Pray for Taiwan, for Cancer Children to Light the Hope Tree Up

- 太魯閣國際馬拉松

Taroko International Marathon

- 家樂福臺北國道馬拉松

Carrefour Taipei International Express Marathon

- 家樂福高雄路跑賽

Carrefour Family Fun Run

- 送愛到兒癌-愛心宅急便

Forward Love to the Cancered Children~ Love Delivering

- 家樂福社區偶戲奇幻嘉年華

Carrefour Drama Festival

