

2001



11001

精彩回顧

ACTIVITY REPORTS



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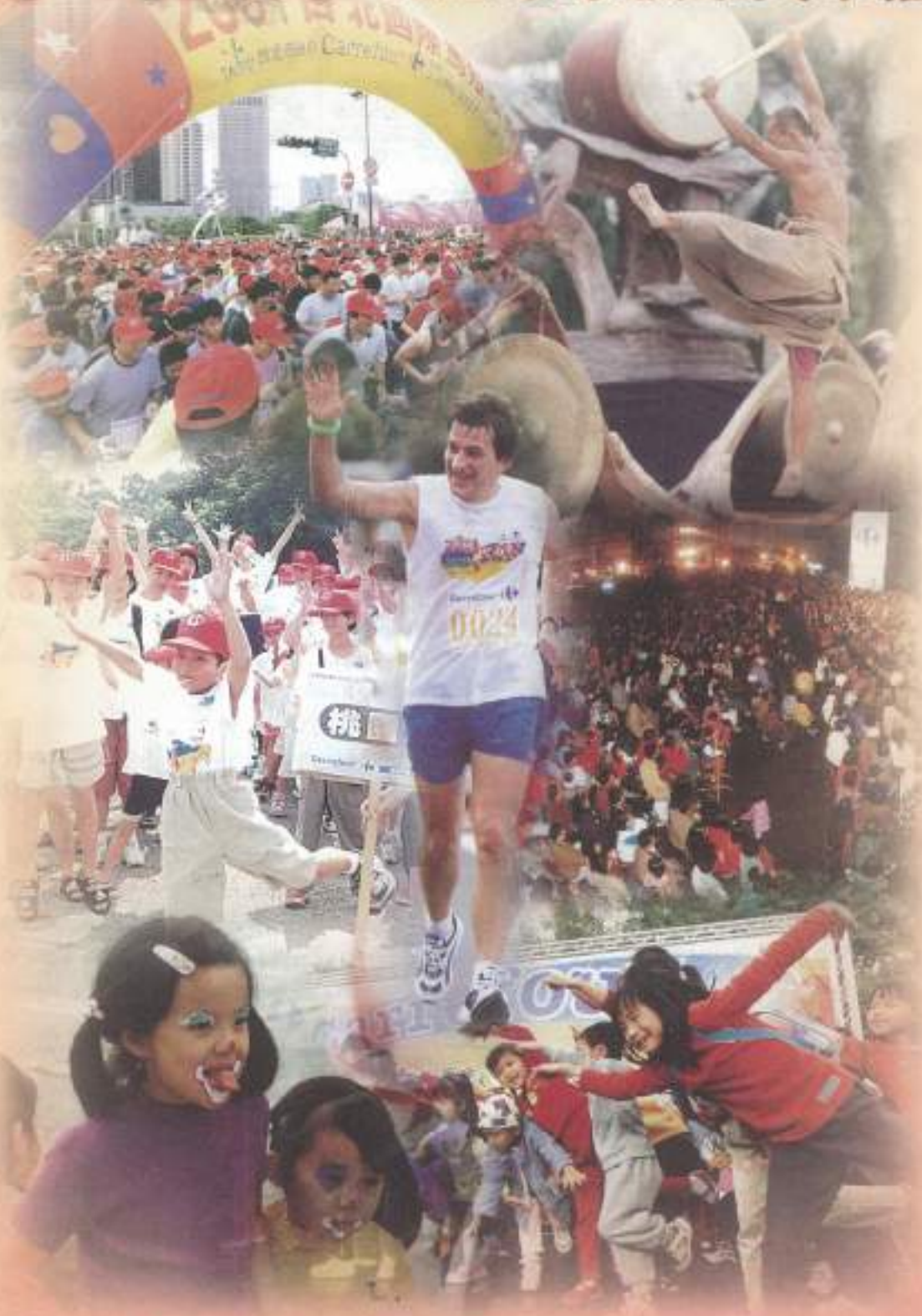
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本簡介採用環保回收紙，家樂福與您攜手邁向環保新世紀

This brochure is made with recycle papers. Carrefour partners with you for an environmentally friendly future.

# 家樂福 Happy

祝您家家快樂又幸福



Carrefour



家樂福文教基金會

# 家樂福與您攜手共同打造 一個快樂的文化島-台灣

Carrefour Builds A Happy Cultural Island-Taiwan-With You

**提**昇台灣本土文化藝術，為台灣民眾創造更優質的文化生活，長期舉辦家庭親子活動，以期達到“家家快樂又幸福”為終極目標的家樂福文教基金會，是台灣第一家量販店投入社會公益回饋的具體實踐。六年多來，家樂福文教基金會結合全省二十六家家樂福賣場及六千多名員工，在硬體上除了為民眾創造更人性化及藝術化的購物空間外，在軟體上更為民眾提供溫馨有趣的各類家庭休閒活動，家樂福在台灣不僅是一個地標，更希望與民眾生活結合，成為每個家庭的貼心好朋友。

二〇〇一年基金會再度成功的出擊，有效率的結合企業本體、地方政府與媒體等資源，包括台北及高雄兩地政府、民生報、聯合報及中國時報，舉辦各類文化藝術【高雄藝術饗宴-擾人神鼓表演】、家庭親子【第五屆兒童寫生嘉年華】及運動休閒【台北國際馬拉松】等活動，每場都吸引上萬人次參加，場面壯觀、盛況空前，再再顯示了家樂福的努力，獲得了社會大眾的廣大支持與肯定。

二十一世紀，我們除了重視經濟面之外，讓台灣成為一個快樂的文化島，更是全體國民、企業與政府共同努力的目標。未來，家樂福文教基金會將更主動的向社會民眾伸出觸角，了解民眾需求、上下整合社會資源、持續用心及有創意的企劃更精緻的文化及休閒活動，為我們的下一代營造一個“家家快樂又幸福”的美麗人生！

To enrich Taiwan's local culture and art, as well as to create a superior life, the Carrefour Cultural and Educational Foundation organizes a series of activities for all families, expecting to bring harmony in all the family in Taiwan. Carrefour is the first hypermarket chain that devotes itself to public service activities. For the past six years, the Carrefour Foundation has recruited more than 6,000 people from its 26 Carrefour Stores, not only create a comfort and art shopping space, but also held various family's and recreational activities to people. Carrefour is one of Taiwan's landmarks. It wishes to be every family's friend and close to everyone's life.

In 2001, together with other enterprises, local governments and media (including Min Shen Daily, United Daily and China Times), the Foundation again successfully held a series activities in Taipei and Kaohsiung. These activities included the Carrefour Art Banquet-U Theatre Performance, the 5th Annual Carrefour Children Drawing Festival, and the 2001 Taipei International Marathon. Each activity attracted thousands of participants. The public was impressed and the activities were spectacular. These all show Carrefour's efforts in developing a better Taiwan.

In the 21st century, we are not only concerned about the economic situation, we are also interested in making Taiwan a happy cultural island. In the future, the Carrefour Foundation will take the initiative in holding more activities, combining all resources to get to know the public's needs and extend these resources to the people who need them. We will continuously exploit exquisite ideas into delicate cultural and recreational activities, and make "every family a happy and blessed one" for our children.

## 董事長 Chairman



## 董事 Board of Directors



執行長 田中玉 Managing Director (Allan TIEN)

總幹事 吳淑慧 Executive Officer (Selina WU)

企劃部 Project Development Team  
林曉琪 (Sandra LIN) 沈志輝 (Justy SHEN)  
秘書 李麗璋 Secretary (Monica LEE)

各商場之參與 Carrefour Stores

家福公司公共事務服務部 Carrefour PASD

We have been cooperating with Carrefour Foundation to conduct the tax filing consulting service for years, not only providing Carrefour's customers an intimate tax consulting service, but adding another national tax business propaganda channel for all people as well. Let us endeavor together to support this great act for public good everlastingly.

● Ling-U CHOU, Chief of Propaganda Section of Service Division, National Tax Administration of Taipei City



民眾踴躍詢問如何節稅。  
People are eager to question how to save budget for tax filing.



稅務機關所專業的諮詢服務為民眾解決各類報稅疑難雜症。  
The personnel from the government tax bureaus provided solutions to the people's various income tax related questions.

本局與家樂福文教基金會多年來合作辦理之報稅諮詢服務宣導活動，不僅提供購物民眾報稅的貼心服務，更增開因稅局稅務宣導管道，讓我們共同為延緩稅務關懷力量而努力。

周玲表

● 財政部台北市國稅局服務科宣導股股長 周玲表小姐



## 第六屆家樂福精打細算報稅宣導服務

# 百年冬 家樂福幫您精打細算

股市慘跌 失業率提高 民眾荷包不斷縮水  
繳稅日又到 民眾苦哈哈 家樂福教您撇步 如何節稅

年 假剛結束，報稅季節緊接著展開。財團法人家樂福文教基金會有感於自去年以來股市、經濟面的不景氣，以及失業率的增高，民眾無論是在實質上、或其他消費力方面都感受到了明顯的經濟壓力。因此，今年我們特別重視報稅活動，特別擴大舉辦「家樂福精打細算報稅宣導服務」，幫助民眾正確的報稅及節稅，亦是家樂福文教基金會【家家快樂又幸福】宗旨的再次具體行動。

八十九年度綜合所得稅結算申報從2月20日起跑，到4月2日截止收件。四百五十萬申報戶要在時限內申報，家樂福文教基金會為便利大眾，特地與各區國稅局及

積極所合作，於全省24家家樂福賣場設置報稅宣導專區，提供民眾免費索取申報書、繳款書及相關申報資訊。部分賣場（天母、彰化、南投、愛河店等）更邀請了稅務單位前來提供稅務諮詢，以及提供電腦予民眾查詢各項相關的稅務問題，獲得廣大的迴響，這種大賣場裡貼心便民的服務，只有家樂福才有的呢！



連續6年舉辦的稅務諮詢服務，每年服務近10萬民眾。

Carrefour has provided such tax consulting service for six consecutive years. For each year, about 100,000 people benefited from our assistance.



民眾可至家樂福賣場索取各類稅務資訊及申報書。

People could obtain the income tax related advices, information and reporting forms from Carrefour stores.



Citizens should pay tax so as to assist our country in its development, but how not to pay an excessive amount of tax? I was quite honored to participate in Carrefour's tax consulting service, and I will not forget the experience I gained from the service for the rest of my life. I wish that such a meaningful activity would be held for the years to come.

● **Szu-Lang LIN**, Chief of Service Division of 5th (H) Tax Collection Office of National Tax Administration of Taipei C



2001年2月20日~3月31日

(為配合週休·順延至42前截止收件)

八十九年度綜合所得稅重大修訂事項：

免稅額

年度以上為111,000元 其他2874,000元

夫妻合併67,000元

0元

二至三

四至五

六至七

八至九

十至十一

十二至十三

十四至十五

十六至十七

十八至十九

二十至二十一

二十二至二十三

二十四至二十五



家樂福教您如何節稅。

Carrefour teach you how to pay less tax.





## The 6th Annual Carrefour Tax Guidance Service

# 2000 has been a Year of Economic Sluggishness

### Carrefour teach you how to pay a less amount of income tax

The Chinese New Year vacation has just ended and the tax paying period will begin very soon. Carrefour Cultural and Educational Foundation realizes that people have been worse off and have a less purchasing power due to the decline of stock market index, the economic sluggishness, the rise of unemployment. Therefore, we will place more emphasis on our Carrefour tax consulting service to assist people in the tax calculations and how to pay less amount of income tax. This service will be another good example that embodies Carrefour's operating principle - "we will make every family a happy and blessed one".

The 2000 comprehensive tax reporting and paying period was from February 20 to April 2. 4.5 million families were expected to report and pay their taxes within the period. To facilitate people in the matter, Carrefour worked in concert with various regional National Tax Administrations and tax collections bureaus to set up a tax consulting service station in each of the 24

Carrefour stores so as to provide tax reporting forms, tax payment forms and tax-related information. Some of Carrefour Stores (TM, CH, NT and LR Stores) have invited the personnel from various government tax agencies to come to Carrefour Stores to provide tax-related consultation by using computers to answer various tax-related questions asked by people. Such tax consulting service has received a warm welcome and a positive remark from the people. Only Carrefour provides such a warm, needed service to the shoppers in Taiwan's hypermarkets.

節稅?  
您知道如何報稅嗎?  
本公司特別於3月10日  
11日AM10:00-PM2:00  
將有稅務專員為您  
作免費諮詢服務  
歡迎至現場洽詢  
Carrefour



I participated in Carrefour Happy Family Summer Camp and I saw the Carrefour stores having a very good interaction with the customers. In the Summer Camp in which both parents and children could participate, everybody participated in the camp in a very merry manner, and I was quite touched and impressed by it.

● Chen-Yeh YU, Vice Director of Educational and Leisure Bureau of China Youth Corps



即使酷熱時代的「換日兼洗褲」，  
大家的熱勁不遜於烈日。  
Undaunted by the scorching sun,  
the children were catching clams in  
the old fashion manner.



大小朋友在苗栗飛牛牧場體驗農村生活。  
The children experienced farm life at  
Flying Cow Ranch located in Miaoli.



吹乒乓球關關遊戲－高雄傑坐樂團。  
Table tennis ball blowing contest.



南港、天母、板橋、三重、淡水、汐止店的參  
加家庭準備去開關囉！  
The people registered at the six Carrefour  
Stores (NK - TM - PC - SA - TH - HC  
Stores) were ready for the serial game.

我參加「家樂福歡樂家庭夏令營」活動，看到各地區「家樂福」與顧客群都有非常良好的互動。親子活動，個個踴躍參與，讓人動容，饒富意義。

余建業

● 救國團總團部育樂活動處副處長 余建業先生



## 2001家樂福歡樂家庭夏令營

# 全省同步狂歡

三千多家庭參與 仲夏時刻  
營區溫暖滿懷 全家玩翻天

**您** 從小到大有沒有參加過親子夏令營？有沒有參加的夏令營是不用錢的？有沒有參加的夏令營是不用錢又送衣服又送帽子？還有提供午餐以及遊覽車來回接送？活動後還贈閱報紙及兵馬俑小紀念品？我想，這樣的夏令營，全台灣就只有家樂福才有吧！

追求家家快樂又幸福為宗旨的家樂福文教基金會，利用暑假期間舉辦完全免費的【家樂福歡樂家庭夏令營】一日遊活動，由家樂福文教基金會主辦，救國團承辦及聯合報系協辦下，7/8、

7/22、8/12於全省6地區同步舉行，共18個場次，有將近三千個家庭報名參加。虎克船長與阿里巴巴尋寶活動、回味老爸時代的古早童玩、海灘塑沙大賽及沙灘排球、體驗酷農村生活、創意科學家—水火箭製作、摸蜆兼洗褲的原始生活等，您想得到的各式各樣的夏令營，都在2001家樂福歡樂家庭夏令營裡！家樂福文教基金會亦期望透過這樣的家庭親子活動，增進親子關係，除了讓家樂福與「厝邊」的距離更貼近，也在大夥兒結識、交往後，讓社區生活更和諧、團結！



小朋友聯手合力塑沙—台中大安濱海樂園。  
The children were working together to do sand sculpturing at Taichung Ta-an Ocean Park.



家樂福嘉義、中正、中華、新豐店的近一百個家庭在走馬瀨農場同樂。  
One hundred families living near the four Carrefour Stores (CY · CC · CH · HY) were vacationing at Zomalai Farm.



Carrefour has established one of its stores in Li-de Li for five years. The two consecutive summer camps held by Carrefour in the last year were the best way to repay the dwellers of Li-de Li. We appreciate all the effort put in by Carrefour's staff members.

● **Chen Huiqiang** CHEN, the chief of Li-de Li of Sanmin City of Nanchang City.

## 2001 Carrefour Happy Family Summer Camps

# Over 3,000 Families Participated in the Activities

**The camp areas were filled with laughter and joy in midsummer**

Have you ever participated in a parents-children summer camp? Have you ever participated in a summer camp that is free of charge? Have you ever participated in a summer camp that is free of charge and hats and clothes are given away for free? Is there any summer camp offering free lunches and buses to pick you up and bring you home for free? Is there any summer camp giving away free newspapers and free miniaturized terracotta warrior souvenirs? Only Carrefour holds the summer camps that meet all of the above.

Carrefour, basing on its operating principle - "we will make every family a happy and blessed one", held Carrefour Happy Family Summer Camps, which were completely free and lasted for one day. The activities were hosted by Carrefour Foundation, co-hosted by United Daily News and implemented by the China Youth Corps. 18 of such summer camps were

held in 6 different areas on July 8, July 22 and August 12. Over 3,000 families participated in the activities. The camps provided a multiple of programs including Captain Hook, Alibaba Treasure Hunt, old fashion toys, sand sculpturing competition, beach ball contest, dairy farm experience, water-propelled rockets, clam catching in the old fashion manner, etc. Carrefour intended to strengthen the bond between the parents and children through such activities. Such activities brought Carrefour closer to people and made our community more harmonious by allowing the participants to know each other better.



YAT遊覽車接送大小朋友們到目的地 -  
The bus took the children to the destination.



沙灘排球賽 - 崇德店與中清店的大對決  
Beach ball competition - the Carrefour CT Store vs. the Carrefour CS Store.

家樂福到本里間店已邁入第五年了。自去年連續兩次的歡樂家庭夏令營活動更是回饋鄰里最好的方式之一，感謝貴公司員工的努力。

陳錦雄

● 高雄市三民區立橋里里長 陳錦雄先生



北區 6 家店參加家庭在陽明山國家公園高聲歡唱「歡迎歌」為活動拉开序幕。  
The activity's opening was marked by Welcome Song sung by the family member of the six Carrefour northern region stores.



桌遊遊戲拔得頭籌的小朋友。  
The kids who won the first place on the serial game.



吹乒乓球趣味競賽，小朋友吹的滿臉塵粉。  
Table tennis ball blowing contest.



重溫老爸時代的童玩。  
The children were playing with the toys that their fathers used to play with.

家樂福讓社區明天更好系列

# 2001 家樂福 HAPPY 歡樂家庭夏令營

Carrefour 家樂福文教基金會

● 舞台、遊覽車布條 Stage and bus banner

**2001 家樂福 歡樂家庭 夏令營**

家樂福文教基金會為響應「2001年社區關懷活動」主辦「歡樂家庭夏令營」活動，內容豐富多彩，共計300位小朋友參加，由家樂福文教基金會主辦，並邀請多位知名人士擔任嘉賓，由多位知名人士擔任嘉賓，由多位知名人士擔任嘉賓。活動內容包括：夏日遊戲、手工藝、繪畫、音樂、舞蹈、遊戲、手工藝、繪畫、音樂、舞蹈、遊戲、手工藝、繪畫、音樂、舞蹈、遊戲。

**活動內容：**

- 夏日遊戲：夏日遊戲、夏日遊戲、夏日遊戲、夏日遊戲、夏日遊戲、夏日遊戲、夏日遊戲、夏日遊戲、夏日遊戲、夏日遊戲。
- 手工藝：手工藝、手工藝、手工藝、手工藝、手工藝、手工藝、手工藝、手工藝、手工藝、手工藝。
- 繪畫：繪畫、繪畫、繪畫、繪畫、繪畫、繪畫、繪畫、繪畫、繪畫、繪畫。
- 音樂：音樂、音樂、音樂、音樂、音樂、音樂、音樂、音樂、音樂、音樂。
- 舞蹈：舞蹈、舞蹈、舞蹈、舞蹈、舞蹈、舞蹈、舞蹈、舞蹈、舞蹈、舞蹈。
- 遊戲：遊戲、遊戲、遊戲、遊戲、遊戲、遊戲、遊戲、遊戲、遊戲、遊戲。

**活動時間：**2001年7月1日(星期日)上午9時至下午5時

**活動地點：**家樂福文教基金會

**活動費用：**每位小朋友收費NT\$2000元(包括午餐、手工藝材料、繪畫材料、音樂材料、舞蹈材料、遊戲材料)

**報名日期：**即日起至2001年6月30日止

**報名電話：**家樂福文教基金會

**活動地點：**家樂福文教基金會

**活動費用：**每位小朋友收費NT\$2000元(包括午餐、手工藝材料、繪畫材料、音樂材料、舞蹈材料、遊戲材料)

**報名日期：**即日起至2001年6月30日止

**報名電話：**家樂福文教基金會

Carrefour 家樂福文教基金會

● 活動DM Activity flyer

● 活動紀念品 Activity souvenir

家樂福讓社區明天更好系列

## 天母店

Carrefour 家樂福文教基金會

● 答謝導引牌 Store banner

**2001 家樂福 歡樂家庭夏令營**

贈送店名 \_\_\_\_\_ 組

Carrefour 家樂福文教基金會

● 參加學員名牌 Participant's name card



● 活動T恤 Activity T-shirt

## 山明陽闖勇子親營令夏樂歡

熱鬧氣氛歡慶 加參人多百四區北 行學步月區六台全



圖為北約克區全區六個月步學行 加參人多百四區北 熱鬧氣氛歡慶

● 聯合報 United Daily 90/7/23

## 溢洋聲笑埠頭虎 寶尋盜強兵官



北約克區虎頭埠頭 早神樂是此 熱鬧氣氛歡慶 加參人多百四區北 熱鬧氣氛歡慶

● 聯合報 United Daily 90/7/29



## 瘋得玩子親場牧牛飛

營令夏辦學 里鄉鎮回福樂家

【本報記者王淑芬報導】「歡樂夏令營」活動，由北約克區教育局主辦，旨在為家長提供一個與孩子共同參與的機會。活動內容豐富多樣，包括戶外遊戲、手工藝製作、音樂表演等。家長們紛紛表示，這樣的活動不僅增進了親子關係，也讓他們重新體驗了童年的樂趣。活動在歡樂的氣氛中圓滿結束，家長們對未來的活動充滿期待。

● 聯合報 United Daily 90/7/23

## 玩童早古爸老溫重 子親竹桃

子房跳、巴泥摔 動活辦福樂家



「巴泥摔」活動中，一組組家長與孩子共同參與，場面熱鬧。



十九「竹筒跳」活動中，孩子們在老師的指導下，認真練習。

● 聯合報 United Daily 90/8/13

## 家樂福夏日徵文活動

# 新生的喜悅 家樂福從徵稿 看濶情家庭

中國時報浮世繪版 湧入人性光輝  
五千篇作品 柔性打動人心

成家、立業、迎接下一代，讓人奮發新生的熱情。畢業、退伍、出獄、出院...的那一天，往往也是人生新頁的開始。甚至，戀愛的成敗得失，都會帶來新生的契機。您是在什麼樣的經歷後，領受到新生的喜悅？

由家樂福文教基金會主辦的夏日徵文活動，今年已邁入第四屆，今年的徵文主題為「新生的喜悅」。家樂福文教基金會執行長田中玉在2000年喜獲麟兒，而每個深夜聽見小孩的哭聲就得起床幫他換尿布、餵奶的同時，他對這個為他帶來許多小麻煩的新生命卻是有著無數的感動與喜悅。因而希望將他的新生的喜悅也帶給大家，透過中國時報浮世繪版、藉由大家分享彼此的新生的喜悅，為這個社會挹注新希望、新喜悅、並有新啟發。稿件收取活動期間為5/20~6/20，短短的一個月時間，我們收到了來自全省

各地將近五千篇的作品，入選作品已於6/1~6/30刊登於中國時報浮世繪版及中時電子報，以及中廣流行網、美的世界節目中播出。



萬元禮券得主由執行長田中玉抽出  
The first prize in the amount of NT\$ 10,000 Carrefour coupon, was drawn by Allan TIEN (Managing Director of the Foundation).



逸年夏天，滄世繪版跟家樂福合辦徵文，用心企劃的主題鼓舞了許多人提筆描繪自己的生活。我們願藉此獻給焦躁的社會一份清涼。

夏瑞紅

● 中國時報滄世繪版主編 夏瑞紅小姐



ly Contest

# 夏日徵文-新生的喜悅

## 元禮券慶新生 抽獎活動



家樂福文教基金會

中國時報滄世繪版





Taking part in the essay contest of "The Joy of Birth/Rebirth" made me feel like that I am watching a little sapling growing exuberantly day by day. Things happen differently on different people every day. When they express themselves through their articles that were read through our broadcasting, I believe more of our Taiwan listeners will gain the power of regeneration. Hope this kind of joy will exist in your life as well as mine.

● Linyi Cheng, Host of "Beauty World" of BBC

2001 Essay Contest

# 家樂福夏日徵文-新生的喜悅

## 萬元禮券慶新生 抽獎活動



家樂福文教基金會

中國時報 浮世雜談

### 落髮重生

◎ 徐素特

猶記前一年的仲夏

夜，狂熱的夜，

雙十年華生日派對，

當好及伴們歡聚，

大談未來的夢想，

重聚，重聚，

明早的聚會，

生日舞會，

我已不記得那天

天下了什麼雨，

不外乎學校成績，

早日畢業早日工作，

的，

世界之後的每年生日，

我都不了了之。

——

狂熱的夜，

狂熱的夜，

狂熱的夜，

狂熱的夜，

狂熱的夜，

狂熱的夜，

狂熱的夜，

狂熱的夜，

狂熱的夜，

狂熱的夜，

個人，不是我。

長髮的長度是每

一種少女陰柔如生命的

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每天都有不同的事發生在不同的人身上，當他們透過文字表達出來，而再透過節目的聲音播放出去時，相信台灣的聽眾朋友中又有更多人得到了新生的力量！願這樣的喜悅永遠充滿在你我的生命之中。

北原

● 中廣流行網「美的世界」節目主持人 與北原先生



基金會總幹事吳旭慧與中國時報總編世續版主編抽出70位幸運參加者。  
70 lucky participants were drawn by Selina WU and chief editor of China Times.

## Carrefour Summer Essay Contest

# The Joy of Birth / Rebirth

### Over 5,000 essays received filled with family values and glory of humanity

failure of a love affair can impart a sense of rebirth to us. What kind of experience had given you the feeling of rebirth?

The summer essay contest held by Carrefour Foundation has entered the fourth year in this year. The topic of this year's essay contest is "The Joy of Birth/Rebirth". Mr. Allan TIEN, Managing Director of the Foundation, welcomed the arrival of his newborn boy in 2000. Though Mr. TIEN has to change diaper for the baby or feed the baby, every time he hears the crying from the baby in many late nights, the newborn brings a tremendous amount of joy to him. Therefore, he wishes to share his experience with others through Fu-Shih-Huai of the China Times so as to inject and provide new hope, more joys and new inspiration to the society. The essay contest lasted from May 20 to June 20, and we received over 5,000 essays from various parts of Taiwan in that period. All the selected essays have been put on Fu-Shih-Huai and e-news of the China Times and broadcasted on BCC's Beautiful World programs.

**家類新生**  
◎ 北原

「家類新生」是今年夏季的「Carrefour Summer Essay Contest」主題。在過去三年中，我們曾以「家類新生」為主題，舉辦過兩次徵文比賽。今年，我們再次舉辦了這項活動。在過去三年中，我們曾以「家類新生」為主題，舉辦過兩次徵文比賽。今年，我們再次舉辦了這項活動。

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Forming a family, or establishing a career, or the birth of a baby often makes us feel reborn. We enter a new stage in our life when we graduate from school, or when we are discharged from the military service, or when we get out from a jail, or when we are released from a hospital. Even the success or

I feel quite honored to have the terracotta warriors exhibited in our store. I saw the contented expressions on the faces of many people when they attentively looked at these statues, and this makes me more anxious for the next activity. I wish this store would become a new cultural center of the community so as to provide an art appreciation place with a relaxing setting and atmosphere to people. We thank Carrefour for allowing the people in Taichung to have this rare opportunity to see these statues.

● Christine HSUEH, the store manager of Carrefour Chung Shing Store

## 兵馬俑巡迴展覽

# 兵馬俑維妙維肖 在家樂福

西安空運來台 賣場親民展出  
民衆逛賣場看古物 一舉數得



將軍俑。  
The general warrior.

**錯**失了台北歷史博物館及台中科博館兵馬俑展覽的民衆不必遺憾，家樂福文教基金會特別耗資百萬，展出大陸西安博物館認證出品的兵馬俑。民衆不用花半毛錢，更不用擠破頭排隊買票，就能在家樂福輕鬆欣賞秦朝兵馬俑工藝之美。

今年初大陸西安秦朝兵馬俑來台展出，造成轟動，民衆爭相前往觀賞，但仍有許多民衆未能如願目睹兵馬俑真面貌，家樂福文教基金會為落實賣場藝術化的使命，特別自大陸西安博物館購買十尊兵馬俑包括戰袍武士俑、鎧甲軍吏俑、鎧甲武士俑、將軍俑、秦俑、跪射俑、跽坐俑、御手俑、及鞍馬等，以博物館的展出設備及解說在家樂福賣場巡迴展出，民衆到住家附近的家樂福賣場購物之餘就能一睹兵馬俑風貌。每家賣場逾十萬民衆可欣賞此展出。

► 從二〇〇一年七月起，陸續已在家樂福大江店、中山店、中正店、中清店、及彰化店展出。  
These terracotta warriors have been displayed at Carrefour MW, JS, CC, CS, and ZH Stores from July, 2001.



能夠在自己的店鋪展覽，與顧客分享兵馬俑的雄壯氣勢，心中覺得很榮幸；多次見到顧客認真仔細端詳兵馬俑的滿足神情，更讓我期待中清店能成為社區的新文化中心，提供給台中地區的民眾一個能輕鬆享受藝術的地方！

*tw*

● 家樂福中清店店經理 薛雅喬小姐



兵馬俑自古以來深受各界人士喜愛，這次「十地可文」大展，吸引了不少民眾到場參觀，也吸引了不少外國觀光客。(記者林建忠攝)

### 中台軍揮度再 備馬兵

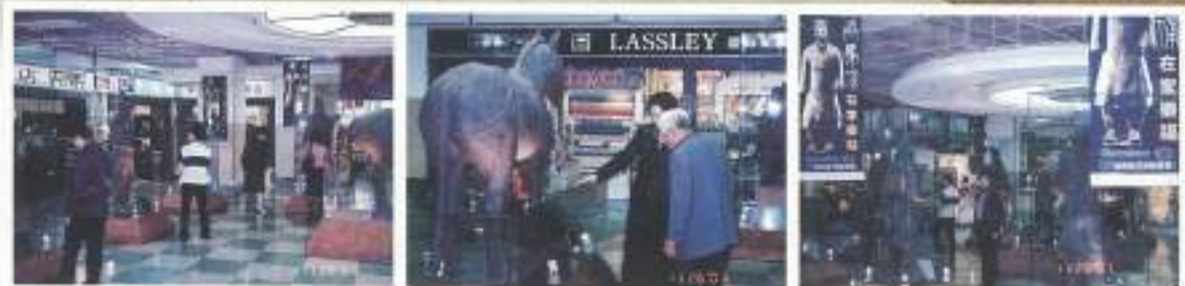
【本報訊】由「十地可文」主辦的「十地可文」大展，將於10月24日（星期六）下午十時至晚上九時，在台中中清店Carrefour Metro Walk Store舉行。為了配合這次大展，中清店特別在店內設置了多個展示區，展出多件具有歷史價值的兵馬俑複製品。這些複製品是由著名藝術家精心製作，栩栩如生，展現了古代軍人的雄壯氣勢。此外，現場還設有互動式展示，讓顧客可以親自觸摸這些複製品，感受其質感和重量。這次大展不僅是藝術愛好者的盛會，也是歷史愛好者的必去之地。歡迎廣大市民踴躍參加，共同欣賞這份來自古代的藝術瑰寶。



家樂福大江店 Carrefour Metro Walk Store.



2002年會繼續於家樂福嘉善、屏東、淡水、汐止、花蓮店展出。  
These terracotta warriors will be displayed at Carrefour CY, PT, TH, HC, and HL Stores in 2002.



家樂福彰化店 • Carrefour Zhang Hwa Store.

家樂福秉持著融入當地文化之信念，來結合地方民情風俗，藉由家樂福文教基金會所舉辦的兵馬俑展，活躍了地方的文化及休閒藝術，更提供大家親近家樂福的機會，讓大眾了解到家樂福不只是個量販店，更是當地文化藝術之中心。

孫志相先生

● 家樂福中山店總經理 孫志相先生



## Terracotta Warrior Exhibition Tours

# Ten Vivid Duplicates of Terracotta Warriors Exhibited in Carrefour Stores

**Providing a special art and cultural service to shoppers for free**

Carrefour Cultural and Educational Foundation spent millions to purchase several terracotta warriors so that these warriors may be exhibited at various Carrefour stores to allow people to visit these warriors (these terracotta warriors have been verified by China's Si-an Museum as the authentic ones) and enjoy the fine craftsmanship of Chin Dynasty without charge.

In order to bring art into people's life and transforming people's life into art, the Foundation purchased 10 terracotta warriors from Si-an Museum. Carrefour have them exhibited at the Carrefour stores in turn so that the Carrefour shoppers

and people can look at these statues when they shop. These statues have been displayed at the Metro Walk Store, Jong Shan Store, Chung Cheng Store, Chung Shing Store and Zhang Hwa Store in the period from July till now. In 2002, these terracotta warriors will be displayed at the Chia Yi Store, Ping Tung Store, Tam Hsui Store, Hsi Chih Store and Hua Lien Store. We estimate that more than 100,000 people will go to see the terracotta warriors at each of these stores.



跪射俑。  
Kneeling-Archer warrior.



家樂福嘉義店。  
Carrefour Chia Yi Store.



家樂福中山店。  
Carrefour Jong Shan Store.

Many people stayed and watched the show performed by U Theatre despite the heavy rain on that night. The show was great, but the passion exhibited by the audience was even more impressive.

● Bi-Ling KUAN, The chief of Information Bureau of Kaohsiung City Government



▲ 優劇團 劉靜敏老師帶領大家一同祈禱，將手放在胸前，把心打開，心中想著心愛的人，和你不心愛的人，只有當我們的心不再分別的時候，心心相印，同心協力，理想就會實現。

Ms. Liu of U Theatre said the following to the audience when leading them to pray: Place your hands on your chest. Open your heart. Think about the ones you love and the ones you do not love. Our dreams and ideals will be realized when we are heart-to-heart and work in concert with each other.



優劇團特別重視本次大型戶外演出，特別於前一天進行彩排。





## 高雄藝術饗宴 優人神鼓

# 神鼓撼動人心

家樂福請來優人神鼓  
為南台灣祈福 撫平人心

自 711高雄大水患到桃芝颱風肆虐南台灣，台灣人的心一直糾結著，一顆不安靈的心，亟需尋求心靈的慰藉，家樂福文教基金會特別邀請海內外享有盛名的「優劇團」南下，於七夕夜晚，在高雄中正文化中心廣場演出該團十年大戲《優人神鼓》-《聽海之心》，希望藉此鎮魂定魄的鼓聲，安撫人心，為國家社稷祈福。

為達到宣傳效果，市府副秘書長姚文智、新聞處長管碧玲及家樂福文教基金會執行長田中玉等人特別在市府中庭舉辦的記者會上，以神秘嘉賓客串演出，身著優人戲服，架式十足敲擊大神鼓鑼，贏得在場記者熱烈掌聲。

當天演出在謝市長長廷緊握的鼓槌全力一擊下開拔，精滿震撼的鼓聲立刻就沸騰了觀眾的情緒，原是晴朗無雲的天空突然雷電交加、風雲變色，彷彿上天也感受到鼓聲的感召，不一會兒功夫大雨傾盆而下，冥冥之中，彷彿對優人們的鼓聲的呼應。大雨沒有影響到演出，演出者反而更加賣力的用盡全身的每一分力量。此時此刻生命在燃燒，溼透的觀眾已動容，台上台下的靈魂融為一體，已分不清是掌聲、吶喊聲，還是雷聲。頂著全身溼透的西裝，家樂福的長官們也一直與群眾們欣賞到落幕才依依不捨的離開。



U Theatre rehearsed one day prior to its large-scale outdoor performance.



基金會重視文化薪火相傳，特別邀請中華藝校學生表演戲劇、舞蹈、熱門音樂、素描、捏陶、手拉坯、彩繪臉等藝術圓遊會為活動親身加溫。

Carrefour Foundation respect culture's round to the future generation, invited the students from Chunghua Arts School to perform or demonstrate dramas, dances, music, sketching, pottery making, facial color painting, etc.



The passion commonly shared by all Taiwanese may be felt in the sky of the southern Taiwan. The "performance of the customers" may be seen at Carrefour's stage. U Theatre performance group wishes such great show will last.

● **Cheng Ann Lili**, The Controller and Art Director of U Theatre



在南台灣的天空，感受到台灣人相通的熱情。在家樂福的舞台，欣賞到觀眾最精彩的演出。優人神鼓齊大家，一同期待這樣的盛會繼續。

劉靜敏

● 優劇場創意總監及藝術指導 劉靜敏老師



## Carrefour Art Banquet

# U Theatre Performed "The Sound of Ocean" in Kaohsiung

**Power of drumbeats reached every soul in the southern Taiwan**

The residents of Kaohsiung, plagued by the 711 flood and Typhoon Touzhi, desperately needed soothing for their pain and suffering. Therefore, the Foundation invited the internationally well known U Theatre to perform "The Sound of Ocean - a Drum Show" at the CKS Cultural Center on the night of Chinese Valentine's Day

On the press conference, Wen-Chi YAO (Deputy Secretary of the Kaohsiung City Government), Bi-Ling KUAN (the chief of Information Bureau of Kaohsiung City Government) and Allan TIEN (Managing Director of the Carrefour Foundation) were in the stage costume, beating the drums on the stage and winning a lot of applause from the journalists.

When the audience heard the drumbeats performed by Kaohsiung City Mayor Chan-Tin HSIEH, they were quite exhilarated. At that time, suddenly, thunders and lightning emerged and heavy rain followed. However, the adverse weather condition did not slightly affect the enthusiasm of the performers on the stage, even all Carrefour VIPs and all the audiences, though completed wet, stayed and kept on watching the performance till the end.





● 活動海報 Activity poster



● 活動海報 Activity poster



● 活動宣傳旗 Activity street flag



● 記者會背板 Board of press conference



● 活動單 Activity flyer

# 優人神鼓藝術會 震撼人心

音聲人動然自大遠傳 出演家術藝性男由全 色特教宗、靈心、術藝蓋涵「心之海聽」



【本報記者張國輝報導】由全男藝性藝術家演出的「優人神鼓」藝術會，將於八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。

● 台灣時報 Taiwan Times 90/8/24



## 靈心偶佳動鼓 心之海聽

【本報記者張國輝報導】由全男藝性藝術家演出的「優人神鼓」藝術會，將於八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。

● 中國時報 China Times 90/8/24



## 七夕夜「聽海之心」淨化心靈

【本報記者張國輝報導】由全男藝性藝術家演出的「優人神鼓」藝術會，將於八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。

● 聯合報 United Daily 90/8/24



● 民衆日報 Common Daily 90/8/26

優人神鼓 撼動港都人的心  
【本報記者張國輝報導】由全男藝性藝術家演出的「優人神鼓」藝術會，將於八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。主辦單位表示，「優人神鼓」藝術會，是「優人神鼓」藝術團，在經過兩年多的籌備後，終於在八月廿四、廿五兩晚，在台北國父紀念館舉行。

## 第五屆家樂福兒童寫生暨奇幻嘉年華

# 奇幻寫生嘉年華 妙筆生花比一比

家樂福辦親子同遊  
家長歡喜 團仔歡喜

家樂福寫生嘉年華今年已邁入第五年頭，每年九月即有許多家長及學校團體打電話來詢問舉辦的日期及地點，再再顯示家樂福每年舉辦的寫生活動，深獲好評，參加人數也一年比一年暴增，無形中已漸成為小朋友每年必參加的歡樂節慶之一。

今年自10月7日起，分別在台中、台南、高雄及台北四地舉辦，每場都吸引四千個以上家庭，一萬二千人參與，今年首度在台南市立藝術中心及台北故宮博物院舉辦，人潮盛況可說是該場地有史以來最澎湃的一次。

高雄場次今年為配合全運會特別於全運會開幕當天(10月20日)下午假高雄縣政府前廣場舉辦，小朋友除畫畫外，還可欣賞小丑逗趣特技表演，學習民俗童玩製作，模仿小丑臉譜彩繪。舞台設在縣府中庭廣場的噴泉水舞，放眼望去，一片人海，煞是壯觀動人。特別值得一提的，在基金會精心的設計安排下，家樂福南區區經理特率領各分店經理，放

下平常嚴肅的身段，粉墨登場，打扮成拿破崙、阿拉丁、貓王、魔術師、白雪公主、彼得潘以及兔女郎等趣味造型，與五十多位家樂福員工及上萬學生一起遊行踩街，並沿途發送氣球及糖果給觀賞的小朋友及民衆，由民衆沿路的呼喊聲「家樂福，我愛你！」讓我們深深的感受到民衆對家樂福的疼愛及支持。



家樂福高雄五家店經理們化身為童話故事人物，與本屆花仙子得主進行踩街貼近民衆。

The store managers of the five Carrefour Stores in Kaohsiung turned into fairy-tale characters and joined in a street parade with this year's winner of Flower Fairy Look-alike Competition so as to reach out and touch the crowd.



到企業的支持,展現誠意與效率,讓好企業根留台灣。選子之夜是一個精緻又高格調的晚會,呈現家樂福文教基金會對運動選子的關懷,欣喜欣喜從縣民的歡慶中,看到對家樂福的肯定。

李政遠

● 前高雄縣縣長 李政遠先生



用肢體表現數字1、2、3...小朋友玩的不亦樂乎!  
The children used their body to mimic the shapes and configurations of 1, 2, 3, etc. All of them had a great time!



民俗童玩、踩高蹺、滾鐵輪、草編,小朋友玩得很認真。  
Children enjoyed folklore toys, stilts, iron-wheel, and straw-weave.

萬人親子寫生、小丑特技表演與民俗童玩將莊嚴的故宮博物院點綴的熱鬧繽紛,是多年難得一見的盛會。  
Children and parents participated in the on-site drawing contest, the acrobatic feats performed by the clowns and old fashion toys transformed the splendid National Palace Museum into a fun place.



It was a terrific activity. That was the first time I ever disguised myself as a magician, and I led the store manager and staff members into the crowd. We wanted to let people know that what we have been doing is not merely selling goods, but providing a better life to people. By doing so and allowing many families to come to the activity, we could better our corporation image and could provide more happiness and joy to the children.

● **Cytle VILLARD**, Carrefour South Regional Manager





這是一項很棒的活動，我第一次化裝成魔術師帶著家樂福商店經理及員工們陪同一起走入人群，家樂福要為民眾塑造更優質的生活，讓各個家庭都能來參與活動，不僅為家樂福締造一個更好的企業形象，更希望為每個小朋友快樂的童年多增添了一份色彩。

● 家樂福南區區經理 章維信先生



## The 5th Annual Carrefour Children Drawing Festival

# Both the Children and Their Parents Enjoyed the Clown Show

Carrefour Children Drawing Contests have entered the fifth year in this year. Though the contests were held in the last October, many parents and schools called us to inquire about the contests in September this year. This indicates that such contests have become quite popular.

The contests were held in turns in Taichung, Tainan, Kaohsiung and Taipei. The new-added Tainan tour was held at Tainan Art Center and the Taipei tour was held for the first time in National Palace Museum. Each tour attracted over 4,000 families.

The Kaohsiung tour was held on October 20 at the square in front of the Kaohsiung County Government to match up with Taiwan Athletic Meet, all the participating children could draw, look at the funny clown shows and learn the making of the old fashion toys. On that day, we could see a large crowd gathering in front of the stage. Also, the Carrefour South Regional Manager

and 5 Carrefour store managers disguised as Napoleon, Elvis, Aladdin, Snow White, Magician, Peter Pan, etc. They accompanied with more than 50 Carrefour staffs and over 10,000 students joining in the parade and giving away free balloons and candies to the on-looking children and adults. The onlookers shouted, "Carrefour, I love you!"



現場小朋友全然投入於水蜜桃姊姊與西瓜哥哥的帶動跳。

Peach Sister and Watermelon Brother were leading the children to move around and dance.



奇幻魔術演出特技表演。  
Acrobatics show by Fantasy clown troupe.

Carrefour



親子系列活動

Parents and Children Activity Series

The magic show performed by the clowns was great! I was quite impressed by the magic tricks I saw on the stage. I wonder if the magician can turn things into gold? If so, my Mom will not have to work and will be able to stay with me all the time.

● Bo Tin CHEN, The champion of the first and second grade group of the 5th Annual Carrefour Children Drawing Contest

兒童寫生製作物 Promotional Materials of Children Drawing Contest



● 活動舞台設計 Activity stage



主辦單位: Carrefour 家樂福文教基金會  
 活動內容: 12歲以下小朋友海峽兩岸參加。繪畫材料不限。畫具自備。現場提供【京江小出版社】書法繪紙、特寫、蠟筆、彩色粉蠟筆、削筆刀、DIY、兒童畫法講座、全部免費參加。歡迎親子踴躍、高聲疾呼。  
 活動日期地點:  
 台北 9/17 故宮博物院  
 台中 10/7 國立台灣美術館  
 台南 10/14 台南市立藝文中心  
 高雄 10/20 高雄縣政府前廣場  
 (9:30-11:00 AM / 3:00 PM - 5:00 PM)

Carrefour 家樂福文教基金會

● 活動海報及DM Activity poster & flyer



● 活動宣傳旗 Activity street flag



● 獎狀 Certificate

奇幻小丑劇團表演的魔術真是好看！從無中生有到特技雜耍，都令我看的目瞪口呆。我真想請魔術師把我變成一隻輕巧的小鳥，讓我自由自在地翱翔於天空中。不知魔術師會不會點金術？我要把東西變成金子，這樣子媽媽就不用去工作，可以常常陪在我身邊了！

陳柏廷



● 第五屆家樂福奇幻寫生嘉年華寫生比賽低年級組第一名 陳柏廷同學

## 兒童寫生媒體報導 Media Reports of Children Drawing Contest

# 觀賞奇幻劇團小丑逗趣表演 彩繪小丑臉譜 又有民俗童玩製作 高縣辦寫生賽 與全運會同步

【記者陳明才／高縣報導】  
於本月廿九日(週六)下午二時至下午四時在「高縣國術體育館」舉行「第五屆家樂福奇幻寫生嘉年華」，吸引數千人參加。主辦單位表示，今年活動除了寫生比賽外，還有小丑逗趣表演、彩繪小丑臉譜、民俗童玩製作、民俗小遊戲等活動，讓小朋友們在歡樂的氣氛中，享受寫生的樂趣。

活動的小丑們表演了精彩的魔術、特技、雜耍，讓小朋友們看得目不暇給。小丑們還與小朋友們進行了互動，讓小朋友們與小丑們進行了有趣的遊戲。

此外，現場還有民俗童玩製作、民俗小遊戲等活動。小朋友們可以親手製作民俗童玩，體驗傳統文化的魅力。

除了小丑表演外，現場還有民俗童玩製作、民俗小遊戲等活動。小朋友們可以親手製作民俗童玩，體驗傳統文化的魅力。

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## 搶搭全運會列車 電信嘉年華 現場送手機

【記者陳明才／高縣報導】  
九十年全運會和亞太三式展開，今天交通通訊局特別在中華電信，還特別在亞太電信及遠東電信，今天特別在立立高縣設立宣傳亭的電信活動，與小朋友們一起慶祝全運會開幕。今天特別在立立高縣設立宣傳亭的電信活動，與小朋友們一起慶祝全運會開幕。

活動現場，小朋友們可以親手製作民俗童玩，體驗傳統文化的魅力。



## 拉抬全運會 小丑總動員

【記者陳明才／高縣報導】  
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● 民生報 Min Shen Daily 90/10/21

## 家樂福奇幻寫生嘉年華會 盛大登場

【記者陳明才／高縣報導】  
於本月廿九日(週六)下午二時至下午四時在「高縣國術體育館」舉行「第五屆家樂福奇幻寫生嘉年華」，吸引數千人參加。主辦單位表示，今年活動除了寫生比賽外，還有小丑逗趣表演、彩繪小丑臉譜、民俗童玩製作、民俗小遊戲等活動，讓小朋友們在歡樂的氣氛中，享受寫生的樂趣。

● 民生報 Min Shen Daily 90/10/15

## 家樂福奇幻寫生嘉年華 一萬二千人參與 市立藝術中心熱鬧盛況空前

【記者陳明才／高縣報導】  
於本月廿九日(週六)下午二時至下午四時在「高縣國術體育館」舉行「第五屆家樂福奇幻寫生嘉年華」，吸引數千人參加。主辦單位表示，今年活動除了寫生比賽外，還有小丑逗趣表演、彩繪小丑臉譜、民俗童玩製作、民俗小遊戲等活動，讓小朋友們在歡樂的氣氛中，享受寫生的樂趣。

● 民生報 Min Shen Daily 90/10/15





The funny performance of the clowns on the stage and the nice sunny afternoon put a big smile on our face and made us quite exhilarated. I heard non-stopping laughter coming from both the old and young audience. I thank Carrefour for giving us a heart-warming and unforgettable day.

● Lai-Shun DAL, the champion of the third and fourth grader group of the 5th Annual Carrefour Children Drawing Contest

兒童寫生製作物 Promotional Materials of Children Drawing Contest

高年級組

The fifth and sixth grader group



第一名 陳冠佑



第二名 黃鈺迪



第三名 楊恩

中年級組

The third and fourth grader group



第一名 戴琳澀



第二名 葉麗新



第三名 歐仲仁

舞台上小丑們滑稽的動作，午後的陽光加上燦爛的笑容，令觀眾們情緒High到最高點，老老少少歡笑聲不斷。真感謝家樂福場給我們一個溫馨又愉快的難忘假日。

戴琳韻

● 第五屆家樂福奇幻寫生嘉年華寫生比賽中年級組第一名：戴琳韻同學



低年級組

The first and second grader group



第一名 陳柏廷



第二名 王曉雅



第三名 李均熾

幼幼組

The kindergarten grader group



第一名 梁子靈



第二名 王宇晨



第三名 陳星璇



I felt great and felt like flying while running the 19.6km marathon. I had a sense of achievement after finishing the run and the run made me feel great. The most important thing when we participate in a marathon is to finish the run. Besides, finishing a run will make us feel great. We will hold this marathon in the next year and I hope that all of us will join the run.

● Dr. Ying-Jen MA, Taipei City Mayor



家樂福啦啦隊開跑前為選手加油打氣。  
The Carrefour cheerleaders were cheering for the runners before the pistols went off.



馬拉松全民一起來，小朋友也是19.6公里的跑者囉！  
Even children participated in the 19.6 KM Marathon.



台北市長及家福公司總經理為本屆馬拉松男女冠軍戴上桂冠。  
Taipei City Mayor and General manager of Carrefour put laurel wreaths on the winners of Men's and Women's Division of this year's Marathon.

跑馬拉松最重要的是要能夠全程跑完，而且跑完之後很輕鬆愉快。我們明年會繼續舉辦城市馬拉松，希望大家能夠一起跑下去。

馬英九

● 台北市長 馬英九先生



## 2001台北國際馬拉松

# 出錢還要出力 貫徹企業精神

### 家樂福完成不可能任務 達成回饋社會 服務人民最高精神

11月4日天才矇矇亮，家樂福文教基金會已動員不少人員出現在台北市政府廣場前。啦啦隊換上耀眼的服裝、42.195公里上也有不少家樂福的員工拿著小旗子就緒，台北市政府教育局的員工及中華民國路跑協會更是不在話下，清晨五時，市府廣場前已被這些前置人員帶沸的人聲，川流不息的跑者，一改以往般的寧靜。

一般來說，企業贊助單位只

要活動當天穿著光顧亮麗到會場，出現於幾個重要的場合就好了，但是家樂福文教基金會卻不止是只出錢就算了，從2001台北國際馬拉松的擬定到規畫、執行，不斷從口袋裡拿出銀兩不說，從密集式開會策畫，基金會的人從來不缺席。

當天，家福公司總經理杜風瑟與家樂福文教基金會執行長田中玉先生情緒特別亢奮，他們不僅起了大早還與「路跑市長」馬英九先生一起參加半程馬拉松(19.6公里)比賽，看著杜風瑟先生迎著晨曦挑戰，揮汗如雨，他跑得一點也不矯情，看到員工為他揮舞著加油旗，更是一鼓作氣。

台北國際馬拉松已經12年沒有回到市區，家樂福公司何其有幸再引導比賽回籠，一路出錢、出力，直到比賽那剎那，基金會的人鬆了一口氣，因為一年前的願望真的實現！

◀ 睽違12年的台北國際馬拉松重現台北市區。International Marathon was back to Taipei City after 12 years.



▲ 3公里家樂福組於9:00AM起跑  
3 KM non-competition Carrefour group started running at 9:00AM.



Running a marathon requires good sportsmanship. I was quite honored that I've finished the 19.6 Km Marathon. I felt like flying in the sky when I arrived at the finish line. We would like to see more Taipei City citizens participating in Taipei International Marathon in the next year. Such marathon run is refreshing, healthful and invigorating.

Alan TIEN, the Manager Director of Carrefour Foundation



社團法人樂於清晨6點在台北市政府前廣場開跑。  
Thousands of runners started to run in front of the Taipei City Hall at 6 am.



馬市長以第597名跑完19.6公里半程馬拉松。  
Taipei City Mayor Ying-Jeu MA was the 597th runner to finish the 19.6 KM Marathon.



家樂福啦啦隊為選手加油。  
The Carrefour cheerleaders were cheering for the runners.





馬拉松是運動精神的展現，對於自己完成了19.6公里的半程馬拉松，我感到十分驕傲，到達終點的那一剎那，感覺像要飛起來的舒暢。我們樂見明年的台北國際馬拉松有更多的市民們來挑戰這個清新、健康、有活力的運動，讓馬拉松成為真正的全民運動。

● 家樂福文教基金會執行長 田中王先生



## 2001 Taipei International Marathon

# International Marathon Back to Taipei City after 12 Years

### Carrefour played the roll as the sole sponsor

At the dawn of November 4, a huge amount of Carrefour staffs and the personnel from the Education Bureau of Taipei City Government and of CTRRA were already gathering before the square in front of the Taipei City Government for the Taipei International Marathon. At 5 am, the area before the square was already filled with people.

Unlike the way that other enterprises sponsored an activity, Carrefour did not only every details of the planning but also the execution for the Marathon besides providing the fund.

Mr. de BOYER (General Manager of Carrefour) and Allan TIEN (Managing Director of the Foundation) got up early on that day and ran the 19.6 KM marathon with Ying-Jeou MA (Taipei City Mayor). Seeing many Carrefour staffs waving the flag and cheering for

him, Mr. de BOYER ran harder in one vigorous efforts.

The last time that Taipei International Marathon was held within the city was 12 years ago. Carrefour Cultural and Educational Foundation was honored to sponsor the marathon. Hearing the pistol going off, we here at the Foundation knew that the goal that we set one year ago had been reached.



馬拉松女子組冠軍-勞絲克·  
Larissa, the champion of Marathon  
Women's category.

**我**非常榮幸家樂福文教基金會在今年能夠主辦2001台北國際馬拉松這個深具意義的活動，當然更要感謝台北市政府給我們這個機會共襄盛舉。

馬拉松是運動精神的表現，是一種不屈不撓的精神，當我在跑競賽組19.6 KM半程馬拉松時，儘管到最後我的膝蓋、腳踝幾乎已是不堪負荷，我的腦海卻只不斷地浮現一句話：「我一定要堅持下去！而且，明年我還要向全程馬拉松挑戰！」身體的疲累可以說完全被意志力所克服，當時我的心情既開心又興奮，我真的做到了！

而在即將抵達終點的同時，緊隨著我身後的一位

是我大我20歲的老伯伯，另一位是我小我30歲的年輕女孩，重點不是跑者年紀的大小或名次，而是我們都一起抵達終點跑完全程，這就是馬拉松的精神。在此我要向所有勇於自我挑戰並堅持跑完全程的參賽者致敬，只要完成了比賽，都是令人敬佩的。



「持續就是力量」，謹以這句話和所有的家樂福同仁們共勉，希望我們都能夠在不斷地超越自己當中獲得肯定。

很高興看到了睽違12年的台北國際馬拉松今年重返市區舉辦，而且有將近一萬五千名跑友來共襄盛舉。我衷心的希望台北馬拉松能夠持續不斷的舉辦下去，並且和世界其他知名大城市的馬拉松，例如：巴黎馬拉松、波士頓馬拉松並駕齊驅，讓台北市民永遠共同分享馬拉松的榮耀。

**I** am very pleased that the Carrefour Cultural and Educational Foundation has the honor to host this meaningful activity-the 2001 Taipei International Marathon. Moreover, I want to thank Taipei City Government to give us the opportunity to get involved in this activity.

A marathon is a presentation of the unyielding athletic spirit. When I ran the 19.6 KM half-marathon, though my knees and ankles told me that I could not bear it anymore at the end, I had only one thing in my mind - "I have to keep on running! Moreover, I want to finish the whole marathon next year!" Finally, my willpower beat my exhausted body. And I did it! I was so happy, so excited.

Besides, When I was about to run across the finish line, there were two runners behind me. Closely following me was the elder, 20 years older than me; and the other one was the young girl, 30 years younger than me. What matters is not the runner's age or what place they get in the competition, but all runners do make it to the finish line. This is the spirit of running! Here, I want to show my respect to all the people who have the courage to challenge themselves and insist on finishing the whole run. They are respected as long as they finish the whole run. To participate in a marathon is doubtlessly an accomplishment of an ideal. "Continuity is power!" Let me share these words with all the colleagues in Carrefour. I hope we can obtain self-approval through a continuous self-transcendence.

The last time that Taipei International Marathon held within the city was 12 years ago. We are very glad to see it back to the Taipei City this year and there were 15,000 runners to participate the activity. I sincerely hope marathon competitions in Taipei will be held constantly, and keep in pace with the Paris and Boston Marathon Competitions. Let Taipei citizens share the glory of the Marathon eternally.

# 馬拉松製作物

## Promotional Materials of Marathon



● 活動海報及DM Activity poster & flyer



● 大會秩序冊 Activity bulletin



● 宣傳帆布(台北市政府) Activity banners on the building of Taipei City Hall



● 宣傳帆布(台北市立體育館) Activity banners on the building of Taipei City Gym



● 活動舞台設計 Activity stage



● 活動運動浴巾 Activity bath towel



● 活動宣傳旗 Activity street flag



● 公車廣告 Bus advertisement



● 選手背心-背面  
Athlete singlet  
-back side



● 選手背心-正面  
Athlete singlet  
-front side



● 號碼布  
Numbering tag




**體育戶外 SPORTS**

台北國際馬  
TAIPEI International

相隔 12 年 台北國際馬拉松重回市區較腳力  
**寇托、勞絲克分摘男女桂冠**

記者陳明如、陳博  
▲台北國際馬拉松賽在 2004 年停辦後，今年終於重新回到市區，吸引了超過 10 萬名跑者參加。圖為賽後在台北國際馬拉松賽中獲勝的男女冠軍寇托和勞絲克。

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● 民生報 Min Shen Daily 90/11/5



**吳文騫馬力十足**

聯華北港馬現賽人速度、耐力是國內男選手冠軍

【本報記者吳文騫報導】台北國際馬拉松賽在 2004 年停辦後，今年終於重新回到市區，吸引了超過 10 萬名跑者參加。圖為賽後在台北國際馬拉松賽中獲勝的男女冠軍寇托和勞絲克。

● 聯合報 United Daily 90/11/5



● 中時晚報頭版 China Times Evening (front page) 90/11/4



● 聯合報頭版 United Daily (front page) 90/11/5



Vitaliy Kotov from Belarus wins his third consecutive Taipei International Marathon title yesterday.

### Belarus runner takes Taipei marathon

Motorists, residents fume at traffic disruption caused by race

**By Jason Hsu**  
From sports@taipei.gov.tw

Taipei motorists and residents were having a traffic-related police and the city government for blocking off long sections of the city's main thoroughfare last for the holding of the Taipei International Marathon yesterday morning. A weekend drive to work was the way for a third consecutive day.

The city saw long lines of automobiles, buses, scooters, and buses and up at major intersections in Zhong, Beitou, Changsha, Neida, Changshou, and Xinyuan roads as traffic moved for the stretched-out length of the marathon route to pass through.

Although traffic-related inconveniences were made in advance, many motorists and bus drivers complained, could be seen jostling and queuing with vehicles in their vehicles to get by. They were also seen in some locations, a department bus moving and blocking traffic in a narrow passageway for the night of last.

At intersections at the leading line at Taipei City Government since all the closed, very slow-moving, the road design and the traffic problem. Some argued that all traffic should be halted for the road to allow running of the marathon — a practice seen by other marathons.

Others noted that although very long but it was possible for Taipei City

it is impossible for residents from so serious such traffic disruption.

According to local broadcast sports and police in early hours, the situation last year led to serious traffic jams at major intersections, and many accidents were again in Taipei City Government for the organizing committee to see the route for more advanced and better-kept routes, so one rather than the other in "finding those people who have to leave late, so that those who have the time can leave for the next morning... there is no time to work and everything for's being late."

More than 7,000 participants took to the streets for the running of the Taipei International Marathon, with many of them taking part in the shorter 10k and 5k races. The race started at 7:00 a.m. on Nov. 11, 2007, with the 42.195 km marathon race, with another 1,000 runners for the 10k and 5k races.

The route length of the marathon this year led the participants leaving around Taipei City Government from Beitou and Beitou, 3,000 to 3,000 meters, to Changsha North Road, going through Neida, Neida, and then back to Beitou to the Taipei City Government.

From the thousands of runners, they certainly really do choose to take it to the streets for the main-city approach to run around the same way

subsidized by car and motor scooters.

Over 7,000 runners and foreign athletes took part in the annual event. In the men's category, with a list of 2,300 runners, and 3,000 women, Vitaliy Kotov, crossed the finish line only after a competition of several other runners, Kazakhstan, Fuminori from Korea.

Kotov was also proud of his medals in 1997 and 1998. The marathon was held in 1995 because of a cleaning accident on the track.

The three-time champion said that he was very happy with the location in Taipei, which he noted was much friendlier than the atmosphere he had had in his other cities, such as Cape Town, South Africa where he lives and works.

Third-place finisher Wu Wen-cheng from Taiwan completed the 42.195 km marathon race in 2:21:02. His fellow countrymen Yang Yi-tsun and Chang Chien-chang placed fourth and fifth with times of 2:25:34 and 2:26:37, respectively.

In the women's category, Kozuka Yurika from Japan claimed first place with a time of 2:46:17. It was her first win in Taipei, and she said that the members of the club she joined wanted their first win in the Taipei International Marathon. Her fellow countrywoman Liang Shun finished sixth, second place with 2:48:34.

### Kotov's charge wins Taipei Marathon



**By Jason Hsu**  
From sports@taipei.gov.tw

Vitaliy Kotov from Belarus won his third consecutive Taipei International Marathon title yesterday. He finished the 42.195 km race in 2:21:02, ahead of Kazakhstan's Fuminori and Korea's Fuminori.

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### Belarusian runner wins 3rd Taipei Int'l Marathon title



Belarusian runner Vitaliy Kotov wins his third consecutive Taipei International Marathon title yesterday.

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From sports@taipei.gov.tw

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● Taiwan News 90/11/5

● The China Post 90/11/5

Typhoon Touzhi attacked Taiwan and caused a huge damage. On the benevolence basis of Carrefour, we donated over one million dollars to help the victims making their living during the difficult time. Locating also in the earthquake disaster area, Carrefour Nan Tou Store would like to hold Nan Tou people's hands and walked out of the dark with them. This is not only Carrefour's enterprise belief, but also Carrefour's responsibility to this society.

● Kevin YU, the store manager of Carrefour Nan Tou Store

### 桃芝、納莉颱風賑災 Taozhi & Nali Typhoon Relief Actions

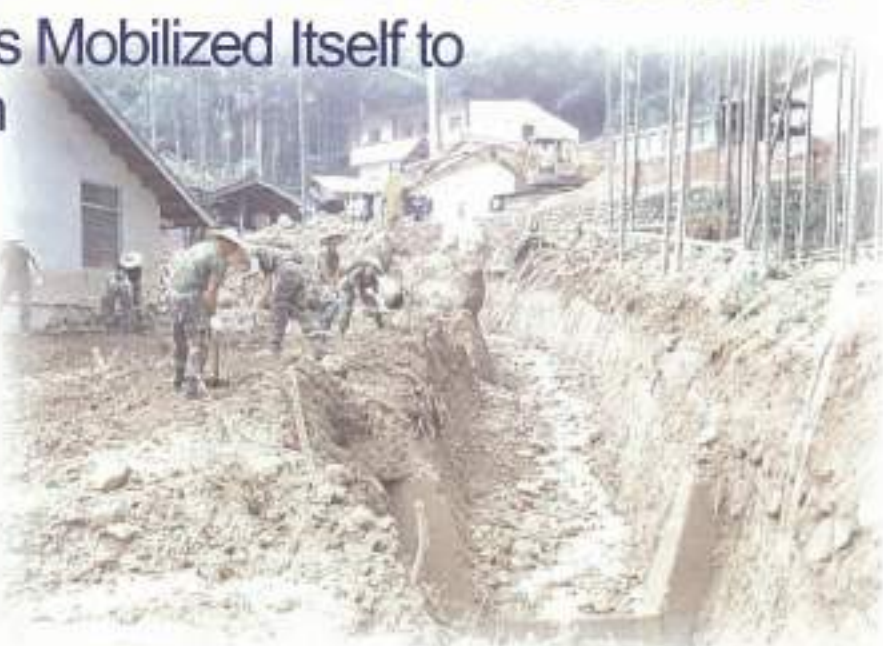
# 風災見愛心 家樂福救災總動員

## Carrefour Always Mobilized Itself to Disaster Relief in First Moment

7月30日桃芝颱風侵襲台灣，連續十餘小時的豪雨帶來慘重的生命財產損失，不只是山區縣市發生土石流，甚至接近平原地帶的鄉鎮也多處傳出山坡地崩坍與土石流災情，全台十五縣市農林漁牧及農業設施損失超過44億元。

災後第一天，總部隨即向中區公關詹經理探討災情及救災事宜，並向法國基金會申請援助經費，立刻展開救災行動：第一步驟：家樂福公司緊急提供六卡車災民最迫切需要的民生物資包括白米、礦泉水、乾糧、泡麵及奶粉等，因當地交通全部中斷，只有仰賴國軍開路，隨著呂副總統救難車隊前往竹山鎮木屐寮、鹿谷鄉瑞田、橋頭、秀林等災區一一發放、解決災民的燃眉之急。第二步驟：在解決災民民生問題後，家樂福陸續提供尿布、濕紙巾、衛生棉、清潔用品等，協助災民在最短時間內恢復生活機能。

本身也在納莉颱風受創嚴重



的家樂福賣場，以人饑己飢、人溺己溺的精神，希望以微薄的力量及資助，拋磚引玉，喚起更多的社會資助，與民眾共同走過最艱難的時刻，協助災民重建家園，為社會大眾貢獻一份力量。

When Typhoon Taozhi stormed across Taiwan on July 30, heavy rain lasting for more than 10 hours inflicted detrimental damages, causing deaths, property losses and mud slides. It is estimated

棋芝颶風橫掃台灣，造成重大災情，家樂福基於人飢己飢、人溺己溺的精神，動支百萬元賑災，協助災民走過最艱困的時刻。身處災區的南投家樂福，我們願與南投民眾心手相連，這不僅是家樂福一貫的企業精神，也是對社會的責任。

● 家樂福南投店總經理 游健男先生



## 家樂福聖誕老公公來了 Carrefour Santa Claus is Coming

# 寒冬送愛心 小朋友暖暖過聖誕

## Giving Our Love to Children in This Warm Christmas Season



the total value of the damages and losses in the agricultural sector, fishing industry, livestock industry, etc. from 15 counties and cities exceeded NT\$ 4.4 billions.

Immediately after July 30, Carrefour commenced its relief actions: The first step taken by Carrefour was to provide 6 trucks loaded with relief goods including rice, mineral water, dehydrated food, instant noodles, powder milk, etc. However, the roads of all the remotely situated areas became impassable or blocked by rocks or fallen trees. The trucks could not go through and reach many remote places, thanks to the assistance from the soldiers for their removing of these rocks and trees. Afterwards, Carrefour provided other goods including diapers, wet paper towels, tampons, cleaning items, etc. to the typhoon stricken areas.

Though several Carrefour Stores were also devastated by the Typhoon Nali, Carrefour still insisted on making positive contribution to help the people afflicted by the typhoon.

歲末年終，在充滿節慶氣息的耶誕佳節裡，家樂福特地在寒冬中送暖意，將數千件的玩具送給全省各地需要關懷的小朋友，讓孩子們度過一個溫暖開心又驚奇的耶誕節。

家樂福文教基金會於今年初接受家樂福商品部捐贈數千件玩具，即規劃於聖誕節期間，由家樂福三重、竹北、南投、新營、愛河賣場義工巧扮家樂福聖誕老公公，將這些禮物送給孤兒院、醫院重症病童及南投災區的小朋友。當我們將禮物送到小朋友的手上時，看到一個個在困難中成長的乖巧孩子，臉上掛滿興奮雀躍的表情，讓人感到十分欣慰，期望家樂福的關懷能持續的陪著這些孩子一同成長。

In this warm Christmas season, Carrefour especially sent thousands of toys and gifts to those children who needed special care in Taiwan, hoping they will have a happy, warm, and marvelous Christmas.

Carrefour Foundation received



thousands donation of toys from Carrefour Merchandise Division early this year, then immediately planned to deliver these presents to orphans and heavily ill kids and kids who are in Nan Tou earthquake disaster area by the volunteers in Carrefour San Chung, Chu Pei, Nan Tou, Hsin Ying, Love River Stores. When we presented the gifts to those children, we saw happy and exciting kids with bright smile. We were so gratified that we hope Carrefour's care for these children will grow with them.

# 家樂福文教基金會獲頒 文建會第四屆文馨獎「金獎」

**Carrefour Foundation  
received Gold Trophy in th  
4th Annual Wen Hsin Award**

家樂福文教基金會很榮幸獲得文建會文馨獎四度的肯定，連續三屆獲得文馨獎“金獎”殊榮，這也要特別感謝每一個參與活動的好朋友，由於社會大眾的熱情參與讓我們的付出更充滿意義。對於未來，家樂福會更持續用心地做，來回饋民眾，共同營造一個“家家快樂又幸福”的美麗人生！

Carrefour Foundation is honored to receive the Wen Hsin Award from Council for Cultural Affairs for four times. We are awarded this "Golden Trophy" for the third time successively. We would like to thank everyone who participated in our activities. The public's enthusiastic response makes our contribution more meaningful. As for the future, we will serve the public continuously and attentively and make every family a happy and blessed one.



基金會獲頒文建會第四屆文馨獎「金獎」，由執行長田中玉先生（右二）受領。Carrefour Foundation received Gold Trophy in th 4th Annual Wen Hsin Award.





### 家樂福文教基金會2001大事紀

#### Carrefour Foundation 2001 Footstep

活動名稱 Activity	時間 Date	地點 Place
基金會網站更新 Carrefour Foundation Website Renewed	1-12	全省 Nationwide
贊助新知文化事業“白堊紀恐龍世界”展覽活動 Sponsored "Cretaceous Dinosaur World" held by New Knowledge Co.	1/24-3/30	全省 Nationwide
第六屆家樂福“精打細算”報稅宣導服務 The 6th Annual Tax Guidance Service	2-3	全省家樂福賣場 24 Carrefour Stores
贊助新世紀愛的圓舞曲 Sponsored New Century Love Fair	2/25	台北 Taipei
2000年簡介出版 Publication of 2000 Brochure	3	全省 Nationwide
贊助九歌兒童劇團“威障鈴傳奇” Sponsored Song Song Song Theatre "The legend of the City God"	3/7-6/10	全省 Nationwide
設立基金會形象燈箱 Carrefour Foundation Light Box Established	3	全省家樂福賣場 24 Carrefour Stores
贊助台南家扶中心 Sponsored Tainan Family Support Center	3/12	台南 Tainan
贊助兒童音樂節 Sponsored Children Music Festival	3/29-4/4	全省 Nationwide
贊助中華民國青少年籃球協會 Sponsored China Youth Basketball Association	4	全省 Nationwide
贊助花東地區高等學校運動會 Sponsored East Region Senior High School Athletic Meet	5	花蓮 Hualien
贊助東華大學學校運動會 Sponsored Donghua University Athletic Meet	5	花蓮 Hualien
2001第一次董事會(第二期第五次) The 1st Board Meeting of 2001	5/5	台北 Taipei
第四屆夏日徵文活動-新生的喜悦 The 4th Summer Essay Contest - The Joy of Birth/Rebirth	6	全省 Nationwide
贊助台北國際龍舟錦標賽 Sponsored Taipei International Dragon Boat Race Championship	6/23-6/25	台北 Taipei
家樂福歡樂家夏令營 Carrefour Summer Camps	7/8,7/22,8/12	全省 Nationwide
贊助高雄縣政府“一元之力”活動 Sponsored KHH County Gov. "One Dollar Donation" Activity	7/11	高雄 Kaohsiung
贊助台北兒童藝術節 Sponsored Taipei Children's Arts Festival	7/21	台北 Taipei
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	7/15-8/15	桃園家樂福大江賣場 Carrefour Metro Walk Store
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	8/18-9/18	高雄家樂福中山賣場 Carrefour Jong Shan Store
2001高雄藝術餐宴“達人神政演出” 2001 Carrefour Art Banquet - U Theatre Performance	8/25	高雄文化中心 The Kaohsiung Culture Center
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	9/21-10/21	台南家樂福中正賣場 Carrefour Chung Cheng Store
第五屆家樂福奇幻寫生週年賽 The 5th Annual Carrefour Children Drawing Festival	10/7	國立美術館 National Art Museum
第五屆家樂福奇幻寫生週年賽 The 5th Annual Carrefour Children Drawing Festival	10/14	台南市立藝術中心 Tainan Art Center
第五屆家樂福奇幻寫生週年賽 The 5th Annual Carrefour Children Drawing Festival	10/20	高雄縣政府前廣場 Kaohsiung County Gov.
贊助90全運運動會選手之夜 Sponsored Taiwan Athletic Meet Night Concert	10/23	高雄 Kaohsiung
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	10/24-11/24	台中家樂福中清賣場 Carrefour Chung Shing Store
2001台北國際馬拉松 2001 Taipei International Marathon	11/4	台北市政府前廣場 Taipei City Gov.
贊助2001台北花火節 Sponsored 2001 Taipei Fireworks Festival	11/8	台北 Taipei
贊助中壢市政府 Sponsored Chungli County Gov.	11/8	中壢 Chungli
贊助台北縣婦女保護協會 Sponsored Taipei County Women Protection Association	11/8	台北 Taipei
贊助台北縣婦女保護協會 Sponsored Taipei County Woman & Child Protection Association	11/8	台北 Taipei
第五屆家樂福奇幻寫生週年賽 The 5th Annual Carrefour Children Drawing Festival	11/17	台北故宮博物院 National Palace Museum

活動名稱 Activity	時間 Date	地點 Place
兵馬俑全省巡迴展覽 Terracotta Warrior Exhibition Tours	11/27-12/27	家樂福彰化賣場 Carrefour Zhang Hua Store
2001第二次董事會(第二期第六次) The 2nd Board Meeting of 2001	12/11	台北 Taipei
家樂福聖誕老公公來了-聖誕禮物贈送 Carrefour Santa Claus is Coming - Christmas Gifts Giving	12/24-12/25	全省 Nationwide

### 家樂福文教基金會2000大事紀 Carrefour Foundation 2000 Footstep

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

活動名稱 Activity	時間 Date	地點 Place
基金會網站更新 Carrefour Foundation Web Site Renewed	1-12	全省 Nationwide
贊助海峽兩岸「根之情」系列活動之少年、兒童書法繪畫大賽 Sponsored Two Strait Youth and Children Hand Writing Contest	1	桃園 Tao Yuan
明華園義演 Min Hua Yuan Folk Opera	1/15	彰化 Chang Hua
贊助2000「千龍祈福萬大迷」南海燈會 Sponsored 2000 Lantern Festival	2/15-2/19	台北 Taipei
第五屆家樂福“精打細算”稅務諮詢服務 The 5th Annual Tax Consulting Service	3	全省 Nationwide
贊助中華民國火災活動緊急救護協會籌備會 Sponsored Disaster Rescue Conference	4	台北 Taipei
2000第一次董事會(第二期第三次) The 1st Board Meeting of 2000	4/25	台北 Taipei
「台灣古早味」全省畫作聯展 Taiwan Old Fashion Art Joint Exhibition	5/27-6/27	台北 Taipei
「台灣古早味」全省畫作聯展 Taiwan Old Fashion Art Joint Exhibition	5/27-6/26	高雄 Kaohsiung
「現代事紀」全省畫作聯展 Modern Art Joint Exhibition	5/27-6/27	台中 Taichung
贊助第三屆國華人壽高路跑賽 Sponsored Kao Tai Insurance Co. Road Running	5/28	台北 Taipei
贊助警察節犯罪預防宣導周活動 Sponsored Crime Prevention Festival	6/10	台北 Taipei
贊助第六屆水邊綠野季路跑暨兩岸精英路跑賽 Sponsored Shijr Road Running	6/18	台北 Taipei
第三屆夏日徵文活動-社區管家賽 The 3rd Summer Essay Contest - Community Housekeeper	7-8	全國 Nationwide
贊助創世基金會「愛心路跑」 Sponsored Charity Road Running	7/16	台北 Taipei
古蹟鄉土親子遊 Historic Site Drawing Tours	7/2-8/20	全省23家家樂福賣場所在社區 All Carrefour Stores
1999年第二輯簡介出版 Publication of the 2nd Volume of 1999 Brochure	7	全省 Nationwide
明華園新戲義演 Min Hua Yuan Jazz Folk Opera	8/5	南投 Nan Tao
贊助台南縣2000年成人禮-責任禮好禮 Sponsored 2000 Adult Ceremony	8/12, 8/13	台南 Tainan
贊助「健康活力 運動台北」路跑賽 Sponsored Healthy, Energetic, Sport, Taipei Road Running	8/26	台北 Taipei
中華奧運加油卡 2000 Olympic Team Cheering Cards	8-9	全省 Nationwide
第五屆家樂福奧林匹克國際路跑活動 The 5th Annual Carrefour Olympic International Road Running	8/3	台北 Taipei
「謝銀白金」楊傳廣紀念餐會 An Outstanding Athlete in the world- C.K. Yang Lunch Meeting	8/6	台北 Taipei
贊助兒童劇團親子遊 Sponsored Children Theatre Tours	9-12	全省 Nationwide
贊助金雲雲獨唱會 Sponsored Prof. Ching-Yun CHIN Recital	10/8	台北 Taipei
捐贈賑災救災物資 Sponsored Shia-Shin Typhoon Flood in Shijr	11	台北 Taipei
贊助第六屆亞太聾人運動會開幕典禮 Sponsored the 6th Annual Deaf People Athletic Meet	11/4	台北 Taipei

活動名稱 Activity	時間 Date	地點 Place
第四屆「希望」家樂福寫生嘉年華會 The 4th Annual Hope + Carrefour Children Drawing Festival	11/5	台中 Taichung
第四屆「希望」家樂福寫生嘉年華會 The 4th Annual Hope + Carrefour Children Drawing Festival	11/12	高雄 Kaohsiung
第四屆「希望」家樂福寫生嘉年華會 The 4th Annual Hope + Carrefour Children Drawing Festival	11/19	台北 Taipei
贊助太魯閣2000國際馬拉松活動 Sponsored Tai Lu Kao 2000 International Marathon	11/24	花蓮 Hua Lien
2000 第二次董事會 (第二屆第四次) The 2nd Board Meeting of 2000	11/29	台北 Taipei
贊助消防局搜救犬命名活動 Sponsored Rescue Dog Naming held by Fire Fighting Bureau	12/5	台北 Taipei
第四屆家樂福寫生嘉年華會頒獎典禮 The 4th Annual Carrefour Children Drawing Festival Awarding	12/10	台北三業家樂福 Carrefour San Chung Store
家樂福耶誕古早味 - 原華園世紀演出 - 武松打虎 Carrefour Folklore Carnival - Min Hua Yuan Folk Opera	12/23	台中 Taichung
贊助高雄世紀、滑輪溜冰 慶祝世紀嘉年華 Sponsored Cross Century In - Line Skating Carnival	12/24	高雄 Kaohsiung

## 家樂福文教基金會1999大事記

### Carrefour Foundation 1999 Footstep

家樂福文教基金會獲頒文建會第三屆文藝獎“特別獎”及“金獎”

Carrefour received Special Trophy and Gold Trophy in the 3rd Annual Wen Hsin Award

家樂福文教基金會獲頒捐血協會25週年特殊貢獻獎

Carrefour Foundation received Outstanding Contribution Award from Blood Donation Association

活動名稱 Activity	時間 Date	地點 Place
贊助1998新樂節聖誕年華 Sponsored 1998 Christmas Festival	1/8	新營 Hsin Ying
超越99 - 勇敢實現青春演說會 Overtake 1999, Bravely Achieve Your Dream Youth Concert	1/16	花蓮 Hua Lien
第四屆家樂福“精打細算”家庭報稅諮詢服務 The 4th Annual Tax Consulting Service	2/27-3/5	全省家樂福賣場 All Carrefour Stores
贊助花蓮國際石雕藝術展 Sponsored National Stone Sculpture Festival	3/21-4/18	花蓮 Hua Lien
人類圖創意雕塑 Cosponsored the Human-Figure Creative Sculpture Competition	3-4/4	全省 Nationwide
1999年第二輯簡介出版 Publication of the 2nd Volume of 1999 Brochure	3	全省 Nationwide
贊助國際飛盤大賽 Carrefour International Ultimate Frisbee Tournament	3/13,3/14	台北 Taipei
1999第一次董事會 (第二屆第一次) The 1st Board Meeting of 1999	3/17	台北 Taipei
贊助“夢想九九、兒童樂園”活動 Sponsored Dreamed 99, Children Paradise Activity	4/4	台北復興中心 Taipei Recreational Center
校園網路視訊新聞廣播台賽 The First Annual Internet Visual Broadcasting Competition	4-5	全省 Nationwide
贊助高雄88年全國反毒會議 Sponsored 1999 National Anti-Drug Conference	4	高雄 Kaohsiung
贊助鳳山市文化節 Sponsored Feng Shan Cultural Festival	4/18	高雄 Kaohsiung
贊助88年臺灣區中等學校運動會 Sponsored The High School Athletic Meet	4/15-4/19	高雄 Kaohsiung
放眼新世界青春演說會 Embrace the New World Youth Concert	4/17	台北大佳河濱公園 Ta Chia River Park
贊助國際華碩兒童文教基金會 Sponsored Single Parent Cultural and Educational Foundation	4	台北 Taipei
贊助九九之愛、親子體能嘉年華活動 Sponsored Love 99, Parents and Children Gymnastics Festival	5/8	台中 Taichung
贊助台灣法蘭馬拉松代表隊 Sponsored Taiwan Athletes to participate 100KM Super Marathon	5/15	法國 France
“家家有本不一樣的經”出版 Every Family Has It's Own Story Book Published	5	全省 Nationwide
贊助“陽光九九、暢行天下”萬人直排輪溜冰活動 Sponsored Ten Thousand People In-Line Skating Parade	5/20	高雄 Kaohsiung
贊助金鑾雲舞韻會-舒伯特兩百年 Sponsored Prof. Ching-Yun CHIN Recital	5/21	台北國家戲劇院 Taipei National Theatre

活動名稱 Activity	時間 Date	地點 Place
第三屆家樂福小畫家創意寫生 v.s. 布偶秀 The 3rd Annual Carrefour Puppet Show v.s. Drawing Contest	5/30	高雄中正文化中心 Kaohsiung Cultural Center
第三屆家樂福小畫家創意寫生 v.s. 布偶秀 The 3rd Annual Puppet Show v.s. Drawing Contest	6/6	新竹縣立市政府 Hsin Chu County Government
贊助「特殊奧林匹克組法人員火炬慈善路跑活動」 Sponsored Olympics Charity Road Running	6/12	謝父紀念館 Shu Yi Shin Memorial Hall
贊助88年兒童戲劇親子盪活動 Sponsored 1999 Children Theatre Festival	7-8	新竹 Hsin Chu
夏日撰文活動-我的偶像年代 Summer Story Essay Contest My Idol Worshipping Years	7-8	全省 Nationwide
贊助「畫」說京劇兒童戶外寫生比賽 Sponsored Children Drawing Contest	8	國立中正文化中心 CKS Memorial Hall
明華園歌仔戲演出-這鹿天下 Min Hua Yuan Folk Opera	8/14	嘉義 Chia Yi
真愛情人節-世紀大挑戰 True Love Challenge Activity	8/15	台北三重遠東廣場 Taipei, San Chung
1999年第一輯簡介出版 Publication of the 1st Volume of 1999 Brochure	8	全省 Nationwide
「持續才有力量」家樂福國際路跑活動 1999 Carrefour Taipei International Road Running	8/19	台北市政府前廣場 Taipei City Gov Square
921大地震賑災 921 Earthquake Relief	9/21	台中、南投 Taichung, Nantou
贊助雲門舞集南島春編舞號 Sponsored Cloud Gate Dance Theatre	8-11	全省 Nationwide
1999第二次董事會(第二屆第二次) The 2nd Board Meeting of 1999	11/23	台北 Taipei
921明華園歌仔戲義演-武松打虎 921 Min Hua Yuan Folk Opera Charity Performance	11/28	高雄 Kaohsiung
921明華園歌仔戲義演-割金蓮瓜 921 Min Hua Yuan Folk Opera Charity Performance	12/11	台北三重遠東廣場 Taipei, San Chung
明華園爵士歌仔戲 Min Hua Yuan Jazz Folk Opera	12/18	台北淡水捷運 Taipei Tam Hsui MRT Station
贊助第一屆全國運動會選手之夜演講會 Sponsored the 1st Annual National Athlete Night Concert	12/26	桃園 Taoyuan

### 家樂福文教基金會1998大事紀

Carrefour Foundation 1998 Footstep

家樂福文教基金會獲頒文建會第二屆文馨獎“金獎”

Carrefour received Gold Trophy in the 2nd Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會網站設立 Carrefour Foundation Web Site Established	2	全省 Nationwide
1997年第二輯簡介出版 Publication of the 2nd Volume of 1997 Brochure	2	全省 Nationwide
我爱我家台北捷運車站藝文展 I love My Family Taipei MRT Art Gallery	2/20-3/31	台北 Taipei
青春樂苑廣播律法市廣播劇 Radio Program Mini Youth Show	2/9-3/31	全省 Nationwide
1998第一次董事會(第一屆第四次) The 1st Board Meeting of 1998	2/13	台北 Taipei
贊助「擁抱青春」新新人類迎新大會 Sponsored Embrace Youth New Generation Dance Contest	2/14, 2/21	台北 Taipei
第三屆家樂福“精打細算”稅務諮詢服務 The 3rd Annual Tax Consulting Service	2/21, 22, 28, 3/1	全省 Nationwide
贊助金雲雲音樂會 Sponsored Prof. Ching-Yun CHIN Recital	3	國家音樂廳 National Musical Hall
贊助全國大專院校校慶獨立益獎 Sponsored the Campus Pulitzer Award	3/15-5/30	台北 Taipei
贊助「飛躍21世紀-跨世紀新舞臺暨陸活虎演講會」 Sponsored to Welcome the Upcoming 21st Century Concert	3/21-4/25	屏東 Ping Tung
新休閒主張-關懷青少年巨星演講會 New Recreational Proposal Youth Concert	4/4	台中 Taichung
第二屆家樂福創意寫生 v.s. 歡樂布偶秀 The 2nd Annual Carrefour Puppet Show v.s. Drawing Contest	4/26	高雄 Kaohsiung
贊助「舞出青春-樂在工作」 Sponsored Show Youth, Enjoyed Your Works	5/23	高雄 Kaohsiung

活動名稱 Activity	時間 Date	地點 Place
第二屆家樂福創意寫生vs歡樂布偶秀 The 2nd Annual Carrefour Puppet Show v.s. Drawing Contest	5/24	台北 Taipei
明華園歌仔戲團演出 - 濟公活佛 Min Hua Yuan Folk Opera	5/30	中壢 Chung Li
新休閒主張 - 關懷青少年公益演藝會 New Recreational Proposal Youth Concert	6/13	台北 Taipei
贊助8家捐助機構 - 巧克力義賣所得 Chocolete Charity Sales	6/13	台北 Taipei
家樂福夏日徵文 - 家家有本不一樣的經 Summer Story Essay Contest- Every Family Has It's Own Story	6/1-7/15	全國 Nationwide
贊助台中市街頭三對三籃球活動 Sponsored 3 on 3 Youth Basketball Contest	4/7	台中 Taichung
1998青春競速 - 直排輪競速台技能活動 1998 Youth Path-In Line Skating Around Taiwan Island and Formed in a Dragon	7/31-8/2	全省 - 台北 Nationwide
家樂福捐血運動 Carrefour Blood Donation Movement	8/15-8/23	全國 Nationwide
贊助法國巴黎長笛四重奏 Sponsored France Quartet de Flute Performance	9/7,9/10	台北 - 桃園 Taipei, Tao Yuan
1998第二次董事會 (第一次第五次) 2nd Board Meeting of 1998	9/8	台北 Taipei
新休閒主張 - 第三屆家樂福台北國際路跑運動 New Recreational Proposal- The 3rd Annual Carrefour International Road Running	9/20	台北 Taipei
1998年第一輯簡介出版 Publication of the 1st Volume of 1998 Brochure	9	全國 Nationwide
樂來月夜樂 - 中秋戶外爵士音樂會 Swing the Moon Festival Jazz Concert	10/5	台北 Taipei
贊助關懷青少年三對三籃球賽 Sponsored 3 on 3 Youth Basketball Contest	10/10	桃園 Tao Yuan
贊助「羊萬里深山」畫展 The Cool Mountains Art Exhibition	10/10-10/25	家樂福汐止賣場 Carrefour Hsi Chih Store
南臺灣國際民俗藝術節配合活動 - 明華園 - 評了山傳奇 Min Hua Yuan Folk Opera	10/27	新營 Hsin Ying
贊助老人模範表演大會 Sponsored Modern Old People	10/28	台中 Taichung
贊助1998台灣鐵運 Sponsored 1998 Athletic Meet	9/1-10/31	台南 Tainan
贊助「東北角草嶺古道越野競賽」 Sponsored Tsooling Historic Trail Cross-Country Race	11/1	宜蘭 Yi Land
贊助1998台北國際雙人保齡球錦標賽 Sponsored 1998 International Deaf People Bowling Contest	11	台北 Taipei
明華園歌仔戲團演出 - 濟公活佛 Min Hua Yuan Folk Opera	12	五甲 Wu Gia

## 家樂福文教基金會1997大事記

Carrefour Foundation 1997 Footstep

家樂福文教基金會榮獲文建會第一屆文藝獎“銅獎”

Carrefour received Bronze Trophy in the 1st Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
第二屆家樂福“精打細算”家庭報稅諮詢服務 The 2nd Annual Tax Consulting Service	2/22,2/23,3/1,3/2	全省家樂福賣場 Nationwide
“從影像中讀台灣音樂史”台灣音樂史照片展 Study of Taiwanese Music History Through Photo Collections	1/20-2/10	台中家樂福大墩賣場 Carrefour Ta Tun Store
1997第一次董事會 (第一次第二次) The 1st Board Meeting of 1997	2/26	台北 Taipei
“從影像中讀台灣音樂史”台灣音樂史照片展 Study of Taiwanese Music History Through Photo Collections	2/24-3/15	高雄家樂福愛河賣場 Carrefour Love River Store
第一屆家樂福小畫家寫生比賽 vs 兒童布偶秀 The 1st Annual Carrefour Children Drawing Contest v.s. Puppet Show	4/6	高雄澄清湖 Cheng-Ching Lake at Kaohsiung
第一屆家樂福小畫家寫生比賽vs兒童布偶秀 The 1st Annual Carrefour Children Drawing Contest v.s. Puppet Show	4/13	台北大安森林公園 Ta An Park at Taipei
“從影像中讀台灣音樂史”台灣音樂史照片展 Study of Taiwanese Music History Through Photo Collections	4/19-5/4	台南家樂福中正賣場 Carrefour Chung Cheng Store
家樂福小畫家寫生作品巡迴展 Tour Exhibition of Carrefour's Junior Artist Drawings	5/20-6/30	台北 - 高雄 Taipei, Kaohsiung
家樂福私房菜烹飪比賽 Carrefour Cooking Contest	6/1-7/15	全國 Nationwide



# 歷年大事紀

## Footstep

活動名稱 Activity	時間 Date	地點 Place
1997年第一輯簡介出版 Publication of the 1st Volume of 1997 Brochure	7/1	全省 Nationwide
家樂福私饌烹調駐決賽 Final Contest of Carrefour Cooking Contest	7/26	高雄家樂福雙河廣場 Carrefour Lova River Store
第二屆“我爱我家”攝影比賽 The 2nd Annual "My Sweet Family" Photo Contest	8/20-9/15	全省 Nationwide
明華園歌仔戲表演~李靖斬龍 Min Hua Yuan Folk Opera	8	台北 Taipei
1997為青春開路—直昇輪刀環台觀紀錄 1997 Youth Path - Breaking the Record of In-line Skating and Skating Relay through Taiwan	8/1-8/3	全省 Nationwide
1997年第二次董事會(第一屆第三次) The 2nd Board Meeting of 1997	8/7	台北 Taipei
明華園歌仔戲表演~李靖斬龍 Min Hua Yuan Folk Opera	9	嘉義 Chia Yi
家樂福捐血運動 Carrefour Blood Donation Movement	8/21-8/29	全省 Nationwide
明華園歌仔戲表演~八仙傳奇 Min Hua Yuan Folk Opera	10	屏東 Ping Tung
為反毒而跑—第二屆家樂福路跑活動 The 2nd Annual Carrefour Anti-Drug Road Running	10/10, 10/12	台中、台北 Taichung, Taipei
1997年第二輯簡介出版 Publication of the 2nd Volume of 1997 Brochure	12	全省 Nationwide

### 家樂福文教基金會1996大事紀

#### Carrefour Foundation 1996 Footstep

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會正式成立設立 Carrefour Cultural and Educational Foundation was Formally Established	2	台北市 Taipei City
贊助有線電視“再造蝴蝶主題”促銷運動 Sponsor "Rebuild Butterfly Kingdom"	3	全省 Nationwide
贊助“新莊藝文季”輔仁大學法文系戲劇演出 Sponsor Hsin Chung Cultural Season	3	台北縣 Taipei County
第一屆家樂福“精打細算”報稅諮詢服務 The 1st Annual Tax Consulting Service	3/18-3/24	全省家樂福 Nationwide
“文化之寶”明華園歌仔戲演出-劉全佳瓜 Min Hua Yuan Folk Opera	4/11	高雄 Kachung
1996年第一輯簡介出版 Publication of the 1st Volume of 1996 Brochure	4	全省 Nationwide
“濃情蜜意”家庭系列講座I-新婚婚運動 Precious Moments Felicitous Family Lecture I	5/5-5/11	全省六縣市文化中心 Nationwide
贊助新店淨山活動 Sponsor Hsin Dien Clean Mountains Activity	5	台北縣 Taipei County
“智慧與人生”公益系列演講 "Wisdom and Life" Lecture	5	高雄 Kachung
1996年第一屆董事會(第一屆第一次) The 1st Board Meeting of 1996	5/15	台北市 Taipei City
1996中華奧運加油海報 1996 Chinese Olympic Cheering Poster	5-6	全省 Nationwide
“我爱我家”全國攝影比賽 My Sweet Family Photo Contest	6-8	全省 Nationwide
贊助新店編舞舞台活動 Sponsor Hsin Dien Fu-Yuan Stage Events	7/20-12/31	台北縣 Taipei County
“邁向千平”家庭電腦教室 Striding Towards Computer Class	7/20-12/31	桃園-南港 Taoyuan, Nankang
“濃情蜜意”家庭系列講座II-情愛榮耀 Precious Moments Felicitous Family Lecture II	8/4-8/18	全省六縣市文化中心 Nationwide
“防火防盜”家庭安全運動 Cautious Prevention Fire Fighting and First Aid	8/31-9/14	台北、台南 Taipei, Tainan
贊助新店“以環境保情”活動 Sponsor Hsin Dien Roses Environment Protection	9	台北縣 Taipei County
贊助台灣省國劇推廣協會 Sponsor Taiwan Chinese Opera Promotion Association	9	台北 Taipei
贊助“敬老陸間慶中秋”親子聯歡大露營活動 Sponsor Moon Festival Camping Event	9	台北市 Taipei City
“濃情蜜意”家庭系列講座III-當綠燈亮起萬燈 Precious Moments Felicitous Family Lecture III	11/3-11/8	全省六縣市文化中心 Nationwide
第一屆“為兒童幸福而跑”路跑活動 The 1st Annual Carrefour Road Running	11/10	台中 Taichung

# 家樂福文教基金會2002活動看板

## Carrefour Foundation 2002 Event Planning

活動名稱 Activity	時間 Date	地點 Place
2001年簡年介出版 Publication of 2001 Brochure	1	全省 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	1/1-1/31	家樂福嘉義賣場 Carrefour Chia Yi Store
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	2/5-3/4	家樂福屏東賣場 Carrefour Ping Tung Store
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	3	家樂福土城賣場 Carrefour Tu Chen Store
家樂福藝術饗宴 Carrefour Art Banquet	3	台北土城 Taipei, Tu Chen
徵文與徵母親卡活動 Essay Contest and Mothers' Cards Collecting	3-4	全省 Nationwide
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	4	家樂福淡水賣場 Carrefour Tam Hsui Store
第七屆家樂福 "精打細算" 報稅宣導服務 The 7th Annual Tax Guidance Service	5	全省 All Carrefour Stores
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	5	家樂福汐止賣場 Carrefour Hsi Chih Store
兵馬俑全省巡迴展 Terracotta Warrior Exhibition Tours	6	家樂福花蓮賣場 Carrefour Hua Lien Store
家樂福歡樂家庭夏令營 Carrefour "Happy Family" Summer Camps	7-8	全省家樂福社區 All Carrefour Stores
家樂福藝術饗宴-優人神鼓演出 Carrefour Art Banquet ~ U Theatre Performance	8	台中 Taichung
第六屆家樂福兒童寫生嘉年華 The 6th Annual Carrefour Children Drawing Festival	10-11	台北 Taipei
第六屆家樂福兒童寫生嘉年華 The 6th Annual Carrefour Children Drawing Festival	10-11	台中 Taichung
第六屆家樂福兒童寫生嘉年華 The 6th Annual Carrefour Children Drawing Festival	10-11	高雄 Kaohsiung
家樂福國際馬拉松 Carrefour International Marathon	11	台北或高雄 Taipei or Kaohsiung



**2001**

◀H▶ 二〇〇一精彩回顧  
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