

2005
Annual Report



家樂福

文教基金會

Carrefour
Cultural and Educational Foundation



Carrefour



家樂福文教基金會

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基金會的 使命與 遠景

將文化種子深耕人心

家樂福文教基金會長久以來積極落實自身的使命與精神，除了推廣文化藝術舉辦各項活動，藉以帶動社會大眾一同體驗生活藝術的概念；同時，也關懷在地的民俗藝術，提供交流場地以及機會，將傳統文化與時尚藝術相互融合，激發出新鮮的創意及與眾不同的感受，企圖將文化種子深耕到每個家庭、每一份子的心中。

家樂福文教基金會跟民眾攜手並進，不但是購物的賣場，更成為關懷公益、推廣藝術的最佳媒介，也受到政府機關、民間藝術團體與個人創作者的重視，在接洽時都非常樂意將作品與我們的消費者一同分享，更不乏主動提出合作規劃的團體，正是認同家樂福文教基金會的使命和做法。

為了喚起更多社會大眾及企業一起來共襄盛舉、集腋成裘，家樂福文教基金會主動拋磚引玉，永不止息地結合各界的力量，來扶持我們所關愛的這片土地，並且將溫暖觸及每個角落，一同為精緻的台灣文化與完美的生活品質鍥而不捨的努力著。

Grow the Seeds of Culture in the Mind of the Public

Carrefour Cultural and Educational Foundation tries hard to fulfill its missions and spirits. We not only hold various kinds of activities to promote culture and art to lead the public to experience the concepts of artistic life but also care for the local folk arts and offer communication location and chances to merge traditional culture and fashion art to inspire fresh ideas and different feelings which attempt to grow the seeds of culture in the mind of each families and each members of it.

Carrefour Cultural and Educational Foundation hand in hand with the public and upgrade ourselves from a simple shopping mall to the best media for caring the public welfare and promoting arts. We are also valued by the government, the art groups and creative personnel that they're willing to share their art works with our consumers, some of them even come to offer the cooperation chances actively which means our missions and perspectives are right.

In behalf of inviting more people and industries to work with us jointly to support the land we love with the power of every circle. We spread the warmth to every corner with the spirit of love and pretty to fight for the delicate Taiwan culture and perfect life quality.

讓藝術觸動心靈對話

從傳統以物易物的生活模式到現今的網路e化的便捷，電腦網絡雖然創造了無遠弗屆的溝通管道，卻也簡化了人與人之間互動過程，儘管內心擁有熱情澎湃的情感，卻少了面對面的握手言歡、接觸擁抱，完全的表達釋放，所謂的社群也只是一個ID名稱的印象。

如何讓缺少情感撞擊的人群再次心動？基金會透過賣場空間與藝術、文化結合，從一點一滴建立觸動心靈的對話，藉由每次精心規劃的活動與每個人、每個家庭牽起情感的交流。此舉也吸引了媒體的注意，將活動中的推展狀況，深深植入社會大眾心中，家樂福文教基金會以持續性實際行動來回饋社會，這一份只求盡心盡力卻不問收成多寡的心意，因為我們是如此深切期盼身為其中一份子，能為提昇社會文化水準、提倡全民健康、建立快樂家庭盡一份心力，與民眾共同努力，共同成長，讓前往美好大同樂園的夢想，在不久的未來實現。

Let Art Touches Our Minds and Soul

The life pattern changes from the traditional trade form to the convenient internet deal. Although the internet creates endless ways of communication, it also simplifies the interaction process between human. No matter how emotional you could be in your heart, without the shake-hands, touch and hugs that you could express face to face totally, community is nothing but an image, an ID and a title.

How could we move those who are lack of emotional impacts? The foundation joints their malls with art and culture to build the interaction of emotion between people and families through the dialogue of hearts and the handpicked activities. Our efforts attract the media to report the activities for the public though we make great efforts but ask for no return by anyone. We as a part of the society deeply hope to promote the level of social culture, the health of the public and the happiness of each family. Let's work hard and grow with everyone to change our world as a paradise.



文化

Culture and Arts

Series

藝術

藝術，
不應該侷限在高格調的美術館、博物館，
美麗，
不應該是由少數人的眼光界定。

家樂福文教基金會，將賣場裝扮成藝術品與知性的展示櫥窗，為生活激起美麗的火花。

讓人沉醉在艷麗與豐富的面具人偶，腳步慢下來了。

讓人徜徉在綺麗天空的風箏，思緒也騰空了，
讓人逛著採買購物的天堂，也可以悠閒地享受親子的書香樂園。


家樂福文教基金會，以快樂為因子，以愛為基素，為家庭打造一道歡樂與文化的橋樑。

讓人在山光湖色、音樂與咖啡裡，共享一場又一場身、心、靈融合的文化饗宴。

在賣場的生活體驗中，找到親子的溝通管道與良好關係。

生活，不只是柴米油鹽的俗味，還多了一股文化藝術的書香味。

我們邀請您跟我們來一場美麗的邂逅，讓藝術與生活相依相偎，經由每個獨一無二的文化活動與藝術價值，透過自己眼睛，展露無遺。



Art shouldn't be bounded in fine style art gallery or museum.

Beauty shouldn't be defined by few people. Carrefour Cultural & Educational Foundation has decorated its space into a showcase of art and knowledge to arouse beautiful sparks for life.


The puppet with dazzling beauty mask attracts people's eyesight and slows down their pace. The kite flies people in the gorgeous sky and frees their mind. The paradise of shopping could also be a pleasure park full of book learning for families to enjoy leisurely.

Carrefour Cultural & Educational Foundation builds a bridge of fun and culture for families based on happiness and love. It lets people share cultural parties fusing body, heart and mind in mountain and lake scenery, music and the scent of coffee.

In the life experience of going shopping in Carrefour, you could found the channel to communicate between parents and kids and maintain nice relationships.

Life is no longer just the vulgar taste of groceries; it has been added with pregnant taste.

We sincerely invite you to have a beautiful reencounter with us. Let art lives within your life and reveals the pretty through your own eyes via every unique cultural activities and the value of art.





箏情，拉近兩代情

Kite Draws Two Generations Closer



「啄木鳥」造型與白鶴相呼應，可見其對大自然之神心與感動
The shape of the kite echoes the image of woodpecker, which presents the message from the natural with beautiful and graceful.



「飛舞的箏」用色繽紛，引人注目
"Flying kites" uses different colors to catch viewers' attention.

伸手可及的箏奇門詭

還記得兒時追逐風箏、征服藍天的嬉戲樂趣嗎？當高高在雲端看似一小點的風箏，只剩下伸手可及的距離，直接映入眼簾的是巨大美感的震撼和鮮豔耀眼的色澤，讓這項結合運動、科學、民俗技藝的藝術活動，在國內或國際都捲起一股「箏」情炫風。

家樂福文基金會為了讓民眾體驗藝術融入生活，積極推動「賣場空間藝術生活化」，在2005年全省舉辦一連串的精采展覽，其中最具動態感是「翱翔天空的藝術」的風箏特展。邀請到台灣第一位國際風箏比賽奪金的黃景楨，展出他三十多年來珍藏的風箏作品，真是難能可貴，而最主要的引發契機便是「理念相投」。

知名風箏創作藝術家黃景楨認為：「生活藝術化、藝術化生活，作品既然可以在美術館的殿堂展出，當然也可以在貼近民眾生活的大賣場呈現。」

黃景楨先生的想法及作品在家樂福賣場找到落腳的天空，展出十多件作品都是他精挑細選的珍品，而家樂福更有別於一般封閉式的展覽形式，破天荒的採用開放式空間來展出，彷彿

邀請了藍天進入賣場，讓各種大小不同、姿態迥異的風箏，在店內翱翔，給人耳目一新的感動。

Gorgeous Kites that are within reach

Can you remember the fun we had when we went after the kite as if we could reach the sky? The kite looks so tiny when it flies high in the sky, but when we could reach it on the ground, you could feel the shock of the enormous beauty and be attracted by its shining colors. The art activity combined with sports, science and traditional artistry rolls up the tide of kite nationally and internationally.

In order to let the public experience how to joint art with their daily life, Carrefour Cultural & Educational Foundation makes a lot of efforts on "Decorating the Mall with Art and Life". It holds series of outstanding exhibitions around Taiwan in 2005, and the liveliest one of them is the kite exhibition which was named "The Flying Art in the Sky". The foundation especially invited Buteo Huang who is the first one wins the gold medal in the international kite competition to display his treasured kite designs for over 30 years for the main trigger of having the same concept with the foundation.

Buteo Huang said that "One can live aesthetically and melt art into one's life. My works can not only display in the art gallery but also in the shopping mall closer to people's life."

His idea and creations carries out in the Carrefour stores, over 10 pieces displayed in Carrefour are all his handpicked curiosities. For the first time Carrefour breaks the traditional display manner from a closed

space into an open space. It seems that the blue sky is also invited to walk into the mall to let different styles and sizes of kites fly freely in the mall and move the public with a fresh feeling.

翱翔天空的美麗觸角

展覽期間，總長九十公尺的「精靈風箏」和「飛魚系列」最受到大家的矚目。而「星空」系列大膽運用黃綠紅藍黑對比色，螺旋的幾何線條，可說是比陽光更搶眼的現代藝術。「川流不息」的作品傳達了黃老師最愛的昆蟲世界，尖尖的浮標造型、筆面中的彩色線條表現的水紋，是一幅強調環保、自然悠閒的釣魚情境。作品結合了巧思與高明的手工技藝，同時也蘊含對於台灣的感念與用心，讓不同世代的民衆，無論是從懷舊或者創新的角度欣賞，都能觸動相同的感動。這也與家樂福文教基金會長年來致力於提升台灣本土文化藝術不謀而合。

家樂福文教基金會邀請臺灣本土的藝術家參展，將平常不易見到的藝術珍品在賣場展出，因此到家樂福也可以欣賞不啻於博物館的藝術典藏品。正如這次的展覽，讓所有民衆一飽眼福，感受風箏飄揚，也滿足大人與小孩翱翔天空的綺麗夢想。

During the exhibition, the Elf kite's lengths 90 meters and the Flying Fish series kites attract most attention of the public. The "Starlit Sky" series which are colored with contrast colors such as yellow, green, red, blue and black boldly and its figures are designed with spirals, they can be defined as the modern art which are more attractive than the sunlight. The "Streaming" expresses the insect world that attracts Butco Huang most; its sharp float model and

the waves expressed with colorful lines shows the natural and easy fishing scene focusing on environmental protection. His works are full of creation and consummate handwork technologies and the gratitude and caring for Taiwan. His creations can let the different generation of people feeling the same affection no matter they appreciate his works in a retrospective way or a innovative way. This idea meets with the motive that keeps the Carrefour Cultural & Educational Foundation devoting to promote Taiwan's native culture and art.

Carrefour Cultural & Educational Foundation invites Taiwan's native artists to join the activity to display the precious art pieces in the shopping mall so that you could enjoy the art collections as if you're visiting a museum. The kite exhibition satisfies the public to feel how free the kites can fly and satisfy the greatest fantasy for adults and children to fly in the sky.

TIP * 風箏大師-黃景楨先生

黃景楨先生不但研發風箏獲得多國專利，作品也曾在總統府展出；2002年獲邀前往西班牙「菲力普王子藝術科學博物館個展」，和荷蘭的國際風箏賽，是台灣第一位參與國際比賽奪下金牌的專家。出神入化的功力，一致認為是結合科學、工藝與現代美術的登峰造極之作。

About the Kite Master- Buteo Huang

Buteo Huang not only has done a lot of research on kites and acquires many monopolies from several countries but his creations have also been displayed in the Presidential Palace. He was invited to attend the Arts and Science Exhibition of Prince Felipe held in Spain and an international kite competition hold in Netherlands. He is the first expert who won the gold medal in an international competition. His outstanding technology is thought to have reached the peak of perfection which combines science, technology and the modern art.



黃景楨的風箏充滿作者的巧思與精緻的手工技藝，讓人們從巨大的圖騰 The kites made by Buteo Huang were hand-made technologies with elaboration, thus created the beauty of kites.



總長九十公尺的「精靈風箏」，造型充滿藝術，讓人不禁想起純真無邪的童真的回憶。
The shape of the "Fairy Kite", highly 90 meters, is full of fun, and attracts the public to recall the fun from the childhood.



「川流不息」白晝型彩線以紅藍的構境，並帶出水質環境保育意義。
"Water Berg Streaming Kite" comes from the atmosphere of fishing, and reveals the importance of protecting water from pollution.

飲一杯茶， 遊一周世界

留戀各民族精華

是否曾嚮往到威尼斯的嘉年華，戴上醜陋表情
的面具，進入意想不到的世界？是否看過新
幾內亞的大型木雕，彷彿真有其人？是否跟著
大陸北京的杖頭木偶，幻想千奇百怪的故事？
透過「環遊世界到家樂福-世界臉譜印象展」即可擁抱各民族精華。

知名媒體工作者、作家、收藏家的眭澔平，走遍全球160個國家，橫跨世界
五大洲，特別鐘愛各國民族文化的圖騰、面具以及人偶。他將十幾年旅行收藏的
五十五件珍品，大方的介紹給家樂福的消費者，也親自為展覽執筆，透過他精
采絕倫的第一手接觸、見聞豐富的文字和奇特獨到的見解，生動而詳盡地敘
述，串起參觀者與世界各地的族群傳統、價值觀、宗教信仰與生活方式，讓每
位觀賞者面對栩栩如生的面具、人偶時，產生情感的貼近與交流，讓全家人都
可以藉由世界多奇妙的小小面具中，獲得寓教於樂的知識與樂趣。

全世界最迷人的表情

眭澔平認為臉譜面具是相當貼近生活的藝術，正如我們所熟知的國外節慶、
嘉年華會、復活節、各種狂歡派對都不乏使用面具來增添熱鬧氣氛。比方說，
在東歐頗負盛名的俄羅斯傳統藝術-俄羅斯許願娃娃，據說少女們只要將娃娃
全部打開後，許下心願，再將娃娃一一闔起，裡面的娃娃因為想出來玩耍，會
拼命幫主人早日達成心願，當下次開啓見到藍天之時，也就是美夢成真的那一
天。

無論是從展覽說明中的字裡行間，深刻流露出的溫柔敦厚與人文關懷；或者
從面具木偶中，呈現出世界人物充滿醜陋的色彩與豐富表情。每個臉譜都叮嚀
著我們：多元族群的文化，是人類共同的資產，這樣精神正符合家樂福文教基
金會願意對世界遺產與藝術文物盡一份保存推廣的心力，讓每個獨一無二的文
化傳統與價值觀閃露無遺。

如果你不小心錯過去年的「環遊世界到家樂福-世界臉譜印象展」，錯失了一
個悠閒下午茶環遊世界的機會，不妨趁著下次漫步到鄰近的家樂福賣場，相信一
定會有另外一番既迷人又難忘的探索經驗等著你。



「大陸北京杖頭木偶」是亞洲子民以用自己的用黏
土製作的面具，表演出有趣的傳奇和故事。
The root wooden figure of Beijing were made by Asian
people, and possessed the legend from the old Chinese
history.



非洲撒哈拉沙漠的酋長在打獵時，把草和泥
攪成泥塊製成面具以偽裝其眼睛。
When the chief of Sahara in Africa went to
hunt, he would put on the mask made with
grass and mud.



每到嘉年華會的時候，歐洲水城威尼斯的街道
充滿各種奇聞怪事的面具，以嬉笑怒罵的舉止。
When Carnival comes, the eye-catching masks would
appear on the street of Venice in Europe, that
amuse the lively attendees.

TIP * 關於收藏家 陸浩平

2000~2004

台北兒童育樂中心、宜蘭國際童玩節、三義木雕藝術節、台南七夕國際藝術節等，都陸續展出他從全球帶回來的民俗藝術品。

1988~1989

總計入圍金鐘獎金曲獎25項、優獎9項。

1990

票選台灣三大最受歡迎的新聞主播之一

1990~2003

出版10本散文與11本有聲書

1992

獲選台灣十大報導文學作家

1998~1999

兩度獲得台灣文學獎與報導文學獎

Falling in Love with the Essence of Every Race

Have you ever dreamed of wearing the dazzling mask in the Venice Carnival and entered an unsuspected world? Have you ever seen the large wood carving of New Guinea that looked so real? Or have you ever fantasized about various peculiar stories with the carved wooden figure of Beijing? You can get to know the essence of every race through "Travel Around the World in Carrefour".

Hsu Hao-Ping, a famous media worker, an author and a collector who has traveled around 160 countries and the 5 continents in the world, loves the totems, masks and portrayals of every race and country especially. He introduces his 55 favorite collections collected during his journey among more than 10 years to the customers of Carrefour generously. He also writes for the exhibition to introduce each collection by his firsthand touch and his spectacular view vividly and thoroughly.

Through his introduction script, everyone is connected with the tradition, value concepts, religious and the ways of living. Every viewer could feel closer to and having commerce with the masks and portrayals which look so picturesque. The whole family could acquire knowledge from the fun they have through these small masks from all over the world.

The Most Charming Look in the World

Hsu Hao-Ping believes that the mask is an art close to our life as we could see masks being used in the festivals, carnivals, Easter ceremony and revels to spice the mood of having fun. For instance, the Matreshkas (Russian nesting dolls), the famous traditional art around Eastern Europe, is believed that when young girls make wishes as they open the dolls and close them one by one, the dolls inside would help their master's wishes come true as they want to be out to have fun again. When it's opened again, it's the day your dreams come true.

You could feel the sweetness, honest and sincere and cultural care from the illustrations of the show, or appreciate the gorgeous colors and rich expressions of the world's personage through these masks and portrayals. Every mask seems to urge us that the culture of each race is the common asset of human. This idea matched with the efforts the Carrefour Cultural & Educational Foundation would make to protect and to popularize the world heritage and express the unique tradition and values of each culture thoroughly.

If you have missed the "Travel Around the World in Carrefour"- the chance to travel around the world in an afternoon last year, you may as well walk around to the nearest Carrefour, there will be another charming and unforgettable exploring experience waiting for you.



* 瑪雅納依區南美洲亞馬遜河沿岸，少女成年禮的時候，全村男人會穿上這種形像哈安姆神豹皮的衣服來慶祝這個慶典

Totems is located at Amazon area in South America. When the girl reaches the age of becoming adult, the men from the village will wear the costume made by furs and animal skins for celebrating the ceremony.



* 陸浩平將世界最精緻的客家婚嫁器送六千件，您愛既迷人又難忘的客家經驗

This Hsu-Ping asked you to explore the charming and unforgettable experience of "Travel Around the World in Carrefour: the exhibition of the world masks."



* 「環遊世界到家樂福-世界圖騰印章展」生動的展現了各個族群的傳統、價值觀、宗教信仰與生活方式

"Travel Around the World in Carrefour: the exhibition of the world masks" exhibits the traditions, values, religions and life styles within each tribes.

打破家與圖書館的距離

Breaking the Gap between Home and the Library



全台灣首創第一座「無人服務圖書館」於七月隆重開幕，這是臺北市立圖書館與家樂福文教基金會雙方合作，打造出一個「消費購物」與「休閒閱讀」的創新組合，突破了傳統的閱讀形式，讓圖書館的藏書資源可以分享的更遠更廣，服務不再受時間和空間的限制，自己就可以快速且簡單的借還書。

無人服務圖書館位於家樂福內湖店五樓，擁有三十坪潔淨明亮的空間，目前已有超過一萬本藏書，而且不定期更換，還特別加強了兒童讀物與親子互動讀本，讓父母在購物的同時可以到「無人服務圖書館」享受親子閱讀的樂趣，讓全家人完全沉浸在學習、歡樂的天地裡。

家樂福文教基金會表示：「全家人一起逛賣場採購生活起居用品的型態，已經漸漸成為台灣家庭的消費習慣，結合了無人服務圖書館，家樂福不只是採買購物的天堂，更是一座親子的書香樂園。」

對於每週必須到家樂福採買補給的家庭，利用「無人服務圖書館」進行快速便捷的借還書動作，補給冰箱食物的同時也補充腦袋，這下子可沒有懶惰的藉口，每個人都可以輕鬆的養成閱讀好習慣。

The first "Open Book Staff-less Library" of Taiwan was grandly opened in July, 2005. It was a brand new creative combination of consuming shopping and leisure reading offered by Taipei Public Library and Carrefour. It

not only breaks the traditional image of reading but also shares the book resources farther and breaks the limit of the service time and space. Through the DIY process, everyone could run the borrowing and returning process quick and simple.

The staff-less library, located on the 5th floor of Carrefour NH store, has a clear and bright space which is about 30 level ground large. So far, it has over 10,000 books and circulates aperiodically. Moreover, it has collected books for children and interactive readers for parenting, parents could enjoy the fun of reading with their children other than going shopping only, and the whole family could thus bathe in the comfortable environment while learning and enjoy themselves!

The Carrefour Cultural and Educational Foundation declare: the life style of family going to shopping mall together to purchase house wares has become more common in Taiwan. Combining with the Open Book Staff-less Library, Carrefour is not only a paradise for shopping but also becomes an Eden full of the fragrance of books.

For those families who need to go shopping every week, quick and convenient borrow and return books via the Open Book Staff-less Library to supply knowledge for their brains other than supply for their refrigerators can make them no excuse to be lazy and accustom themselves to read easily!



*台北市立圖書館
與「Open Book
無人服務圖書館」聯
袂推出
Taipei City Mahe Ma
Yag-poo became the
first spokesman of
"Open Book Staff-less
Library".

台北市立圖書館九館發給開架式兒童圖書館
總經理證書
Taipei City Mayor Ma Ying-jeou awarded
certificate to Carrefour General Manager
GURZEN



• 每本書都貼有RFID晶片，
民眾只要辦理台北市立圖書館
開架式的RFID借書卡，即可
自助借書機選擇書桌上的
RFID標籤，借閱一本一本開
架式的書籍，輕鬆借書
The public only need a library
card of "Open Book Staff-less
Library" with RFID tag by
Taipei Public Library. It is a
good way to save much time and
can easily self-service borrow
books, in which also include a
RFID Tag, through the Multi-
purpose Station.



• 這將首度與民間企業與政府機關合作，
共同為台北市民打造台北閱讀時代。
It's the first time that a enterprise group
collaboration with a government organization to
set up a new reading library system.

借還三步驟OK

無人服務圖書館到底多神奇？新引進的電腦自動辨識系統「射頻辨識晶片RFID」，讓每本藏書都有自己的行動記憶晶片，只要持有「電子書香卡」的人便可自由進出圖書館，借書只要DIY三步驟馬上OK，連小朋友都可以簡單辦到。

- 第一步驟 插卡：將「電子書香卡」插入辨識機器中。
- 第二步驟 掃描：將借閱的書本放在辨識板上掃描，一次最多五本。
- 第三步驟 簡收據：領取借書的收據。

另外推出「甲地借書乙地還書」的貼心服務，只要在「無人圖書館」借的書籍都可以到臺北市立圖書館各地分館還書。

臺北市立圖書館表示：「這是一項政府機關及民間企業合作模式的最佳典範，透過這種社會資源的整合，共同開拓市場上更多的潛在讀者及消費群，形成政府、企業及消費者同時獲益的三贏局面。」

消費者贏的可不只如此，這種服務在新加坡是屬於使用者付費，但是在家樂福可是完全不用錢囉，台灣消費者要把握幸福，多加利用免費且便利的服務，趕快帶著家中寶貝一塊前往親子同樂的閱讀新天堂吧。

TIP * 無人圖書館的十大優點

- 1.購物消費與閱讀學習一飽完成
- 2.親子共享的免費閱讀空間
- 3.快速便捷的借還書服務
- 4.輕鬆養成閱讀習慣
- 5.閱讀地點不受限圖書館
- 6.甲地借書乙地還書
- 7.多為兒童讀物與親子互動的書籍
- 8.每週大人購物，小孩借書
- 9.製造更多親子相處的時間
- 10.結合購物、休閒、閱讀、餐飲等多元化的地方。

Borrow and Return in 3 Steps

How amazing is the staff-less library? With the new automatic identifying system, every book has its own memory card-RFID (Radio Frequency Identification) tag. People who have his own library card of Open Book Staff-less Library with RFID tag by Taipei Public Library could enter the self-service library freely and borrow or return books in only three steps DIY, it's so simple that even children can do it easily.

- The 1st step: insert the library card of Open Book Staff-less Library into the identification machine.
 - The 2nd step: put the books you want to borrow on the identification board with the maximum of 5 books at one time.
 - The 3rd step: take the receipt and the books you've borrowed.
- Furthermore, the thoughtful service of "borrow at one Library and return at another" allows you to borrow books from the Open Book Staff-less Library and return them at other branches of the Taipei Public Library.

The Taipei Public Library claims: It's the best pattern of cooperation between the government and the enterprise. Through this kind of integration, we could explore more potential readers and consumers from the market to benefit the government, enterprise and the consumers.

Consumers benefit more as this service is free in Carrefour but chargeable in Singapore. The TW consumers should seize the chance to make good use of this free and convenient service and take your beloved children to have fun in this reading paradise together.

TIP * The top 10 advantages of the "Open Book Staff-less Library"

1. Shopping and learning by reading at one time.
2. Free reading space for parents and their children.
3. Fast and convenient borrow and return services.
4. Getting used to read easily.
5. Reading spot unlimited within the library.
6. Borrow books at one library and return at another.
7. The books are mostly for kids and communication between parents and children.
8. Children could borrow books while adults go shopping every week.
9. Creating more time for parents and children to get along.
10. The diversified place combining shopping, leisure, reading and dining all together.

引一條愛河流入心田

Bring the Love River into your heart

讓愛河左右你的心

高雄最經典的戀愛聖地在哪裡？就在愛河！家樂福文教基金會藉由七夕的「戀愛河音樂季」的活動，以創意為出發，讓愛河“左右”每個人的心，沿著左岸可以隨著流水聲、動人音樂浪漫起舞；沿著右岸可以尋著咖啡香及真愛足跡的相依相偎，讓高雄人享受愛河的浪漫。

由家樂福文教基金會與東森電視台共同舉辦，在七夕前夕推出為期十天的系列活動，從每天下午精采的音樂饗宴輪番上陣開始，現場並設計「心心相印」活動地標，成為開幕晚會的最高潮。當晚由高雄市長與家樂福南區區經理卜效良一同點亮愛河的「心心相印」，把愛河的水一瓢又一瓢倒進這顆透明巨大的心型模型，同時賦予這顆心新生命與愛的意義，也燃燒了愛河左岸與右岸的夜空。

愛要NO.1，天天才幸福

家樂福文教基金會化身為愛的使者，除了勉勵戀人攜伴參與活動，並且相互了解增進感情，也鼓勵單身的男女勇敢大聲愛。因此在緊鄰愛河的家樂福店內舉辦「天天都幸福」義賣活動，以三個「NO.1」為訴求。

「便宜No.1」：挑出的超值產品皆以一元起跳，開放在場民衆自由喊價競標；「省錢No.1」：為了配合七夕情人節的吉祥數字，提供現場商品花車上的任何產品都可以以7元金額購得，這麼的物超所值，週一度造成賣場的一片狂亂；「幸福No.1」：不只是情人之間，也鼓勵單身或對於身邊的愛大聲說出來，邀請民衆上台來大喊我愛你，分貝越高越濃情蜜意，當然也就是最後的冠軍囉。

最重要的是當天活動的所得，全數捐給伊甸社會福利基金會，將愛傳遞給社會上更需要的人，讓全天下每個人都可以「天天都幸福」。

活動的重頭戲是最後一天在七夕的鵲上心頭演唱會，聽著S.H.E以及動力火车的演唱，現場聽眾無不high到翻天，家樂福並免費提供明星簽名海報，更引起現場一陣騷動。浪漫無比的七夕情人節活動，在感性懷舊的老情歌畫下結尾，也讓不同年級生擁有共同的美好回憶。



•「天天都幸福」義賣活動，讓民眾在情人節幸福購物同時，還可以作善事
The "Happy Everyday" bazaar lets the public do good deeds as they're shopping happily on Valentine's day.



* 高雄市長黃偉傑、蔡其昌與高雄市長黃其昌的心靈橋加入愛河河心，祝天下有情人都成眷屬。
The Kaohsiung City Mayor and Carrefour South Regional Manager Gilles FIVON poured the water of the Love River into the heart shape to wish everyone could find his true love.

Let the Love River Lead Your Heart

Where is the most classical spot for romance in Kaohsiung city? It's the Love River! Carrefour Cultural and Educational Foundation started from recreation to let the Love River lead everyone's heart by the activity of Chinese Valentine's Day- "Falling in Love with the Love River in the Music Festival". You could dance romantically with the sound of water and the moving music along the left bank of the Love River, you could also nestle with your lover with the aroma of coffee along the right bank of it, let the Kaohsiung people enjoy the romance of the Love River.

Carrefour Cultural and Educational Foundation held a series of activities with EBC for 10 days before the Chinese Valentine's Day to start from the fantastic music show in the afternoon. The "Hearts Closer" landmark of the activity brought the climax for the opening party. The Kaohsiung City Mayor and South Regional Manager of Carrefour Taiwan, Mr. Gilles FIVON, lighted the "Hearts Closer" landmark together and poured the water of the Love River into the large transparent heart shape to gift the meaning of love and new life to this heart.

The sudden communion of heart with heart touched all the audiences around and burned the sky of the Love River.

No.1 Love Brings Happiness Everyday

Carrefour Cultural and Educational Foundation reincarnated as the messenger of love to encourage lovers join the activity to be more acquainted with their lover and increase their passion, it also encouraged singles to express their love bravely and loudly. The foundation held a "Happiness Everyday" bazaar in the Love River Store, Carrefour located beside the Love River to keynote three No. 1s for the activity.

"Cheapness No.1": they picked out lots of merchandise for the public to bid from NTD 1. "Saving No.1": in order to match the lucky number of the Chinese Valentine's Day of 7, they offered some merchandise which placed in the on-sale cart for NTD 7 each, the special offer once caused chaos in the mall. "Happiness No.1": they encouraged the audiences to shout their love no matter they're single or not, the one who shouted "I love you!" louder means he's in love deeper, the one who shouts loudest wins the champion.

The most important of all is that the income they got that day is donated to the Eden Social Welfare Foundation to pass our love to the one who needs more in the society to have everyone enjoy the true meaning of "Happiness Everyday".

The main show of the activity was the concert on the Valentine's Day. With the performance given by S.H.E. and the Power Station Band, the audiences were so high and enjoyed themselves in the music. Carrefour offered free signed posters of the stars and caused in uproar there. The most romantic activity of the Chinese Valentine's Day ended under the emotional old songs and brought a fantastic pleasant memory for different generations.



* 活動現場湧入上萬名的大眾
There was thousands of people joined in this event.



* 嘉賓楊采潔與王子浩與主持人蔡其昌與黃偉傑
蔡其昌、黃偉傑與楊采潔
Carrefour SC Store Manager Nancy Huang offered five signed posters of the stars and caused an uproar there.

身心靈融合 的中秋饗宴



• 台中市副市長胡志強與家樂福台灣區總經理吳偉生共同主持中秋晚會剪綵
Tuchang City Mayor Hu Zhiqiang and Carrefour General Manager Wu Weisheng showed the public access gate for the lucky draw.



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Tuchang City Mayor Hu Zhiqiang and Carrefour General Manager Wu Weisheng showed the public access gate for the lucky draw.

月圓人團圓的真正意義

中秋佳節的台中豐樂公園，湧入上千人參與一項有意義又有趣的活動，由家樂福文教基金會獨家贊助「2005月冠全台-中秋嘆人團圓」中秋晚會，讓民眾親自從民俗技藝來認識傳統，同時也透過義賣月餅來鼓勵弱勢朋友，並且在湖光山色之下，音樂與歡娛的氣氛裡，渡過了一場「身、心、靈」融合的中秋饗宴。

活動中最具意義的，莫過於邀請立達啓能中心的朋友們，坐在貴賓席觀賞精采的節目。為了表達對於弱勢朋友的關心，肯定「立達啓能訓練中心」的學員們在各種服務上的努力不懈，台中市長胡志強及家樂福台灣區總經理吳偉生在中秋節前，便與立達的學員們共同製作美味的月餅，並且在現場拿起針線縫製環保袋和拼花抹布，跟學員們討教縫紉的手上功夫，希望藉此鼓勵殘障朋友擁有獨立自主的生活技能；懇請社會大眾在為他們鼓掌加油的同時，也能夠在實質上多支持、多幫助、多接受他們，相信對於他們的人生將更有尊嚴和自信，讓中秋佳節除了闔家團聚之外更具另一層面的意義-分享的福氣。

天上有圓月，地上有幸福

晚會在水申明月的舞台上，由台中市長胡志強胡志強與家樂福台灣區總經理吳偉生聯手拉弓，引爆燦爛火花中展開序幕。家樂福別出心裁，在活動中免費贈送青蔥與小黃瓜，祝福拿到蔥的小姐可以嫁好尪，拿到瓜的太太可以生娃娃；另外也大方提供了2000個月餅分送給民眾共同分享。吳總經理表示：中秋節是台灣的三大節慶之一，象徵著團圓、喜悅及快樂，因此在這樣的月圓人團圓的節日，藉由活動能與家人共度是最幸福的事，這也與家樂福文教基金會創立的服務宗旨不謀而合。正如胡市長所說的：「中秋晚會得到家樂福的全力贊助，相信中秋團圓活動將會如家樂福的名字-家家快樂又幸福，一起享受天上有圓月、地上有幸福。」

最後重頭戲就是由家樂福送出五個純金打造、兩錢重的黃金月餅給在場的幸福者後，中秋夜晚在熱烈掌聲畫下休止符。而晚會中訴求的意義，將透過當天的活動、家樂福的出錢出力和全國電視轉播，傳達「分享」的節慶意義，並且深植在每一位需要關懷以及願意關懷的人的心中。



* 上萬市民齊聚鳳德公園，在一邊中秋和元宵歡慶中，度過一個充滿歡樂的中秋節
 Thousands of people gathered in the Fengde Park and enjoyed a perfect Mid-Autumn Festival within a series of meaningful and interesting activities.

The True Meaning of Family Reunion

The Fengde Park in Taichung gathered thousands of people to participate in a meaningful and interesting activity on the Mid-Autumn Festival Evening Party. The Carrefour Cultural and Educational Foundation is sponsor for the "2005 Mid-Autumn Festival Evening Party in Taichung City" activity which taught the public how to know more about tradition from the traditional artists. Meanwhile, the foundation encouraged the Minority Groups through the charity bazaar of the moon cakes. Those who attended this activity had a wonderful Mid-Autumn Festival Evening party relaxing their body, mind and soul under the scenery, music and the joyful mood.

The most meaningful activity in this party is inviting the members of St. Li-da Mental Deficiency School students to sit on the honored guest seat to watch the fantastic program. To express the care for these minority friends and to approve the St. Li-da Mental Deficiency School students' efforts on their services, Taichung City Mayor Hu Zi-qiang and Carrefour General Manager Marc OURSIN, joined them to make delicious moon cakes and sew reusable handbags and assorted wipers. They learned how to sew with these students to encourage the handicapped to have living skill to live independently. We request you to support, assist and accept the handicapped other than only to encourage them. Let the Mid-Autumn Festival Evening Party has more meaning- the joy of sharing besides family reunion.

Let's enjoy the pretty full moon on the sky and the happiness on the ground.

Taichung City Mayor Hu Zi-qiang and Carrefour General Manager Marc OURSIN bend the bow together to light the fireworks and opened the party. Carrefour had a great idea of giving out green onions and cucumbers for free to bless the ladies with green onions could find a great husband and the women with cucumbers could bear child. In addition, Carrefour also sent out 2000 moon cakes to share with the public. President Marc Oursin claimed: Mid-Autumn Festival Evening Party is one of the three greatest festivals in Taiwan which means when family reunites, joy and happiness comes along as well. On this festival which family should reunite, the luckiest thing is to join the party with your families, which matches with the purpose of funding the Carrefour Cultural and Educational Foundation. Just as Mayor Hu said: "Our party is sponsored by Carrefour, I believe this party will be just like it's Chinese name- happy and joyful every family. Let's enjoy the pretty full moon on the sky and the happiness on the ground."

The last important action is giving out five pure gold moon cakes weighted 10 grams to the luckiest persons there, and the party was ended in enthusiastically clapping. The meaning of the party was send out through the activities, the Carrefour's efforts and the broadcasting programs by the TV companies nationwide to express the meaning of the festival- "sharing", with everyone who needs caring and those who are willing to care.



* 宜蘭城社博覽總經理吳貴士、中國總經理陶吉甫及中港店、大魯閣、樂透店、康白店副總經理均辦、萬那夜真其給送福民衆，表示祝福之意

Carrefour General Manager Marc OURSIN, General Regional Manager Patrick TOTA and CS, TECT and BA Store Managers presented moon cakes, spring onions and cucumbers to the public for a blessing.

建造一座兒童新樂園

Build a Children's New Paradise



• 羅田路、忠孝橋、博
愛路地點小朋友一起
玩耍。美輝空姐夫
山店店長張國信、北
北區總經理唐國華、
伊甸基金會副理事長
艾麗兒兒也加入慶祝
Let's go to Children
New Paradise with Fu
Jian to enjoy fun & fun
in Carrefour. From left
to right is Carrefour
TM Store Manager
Joly Chang, Carrefour
Taipei South Regional
Manager Alvin
DONDEY, Eden
Foundation Executive
Director Liu Wen-hsi
and the famous
celebrity Fu Jian.

家樂福文教基金會關懷親子之間的溝通品質，除了關懷發展遲緩兒的家庭，並希望遲緩兒童與外籍新娘的第二代能夠回歸社區中學習。因此，特別與伊甸社會福利基金會合作，在全省37家店舉辦兒童新樂園活動，讓小朋友們藉由遊戲、團體溝通，獲得生活技能的認知與增加社區融合的機會。

隨著社會型態的改變，現代親子之間的互動明顯不足，兩代溝通與認知存在顯著的落差。根據調查顯示，六成五的家長自認為了解小孩的想法，但是卻有同樣比例的小孩反應-自己父母根本不了解他們的想法。家樂福文教基金會一直深覺「孩子是國家未來最重要的資產」，而親子之間的關係是否良好，對孩子的成长有很深的影響，因此希望透過「兒童新樂園」的校外教學成長營，呼籲家長應該重視與孩子的溝通，並且激發孩子與他人分享心中的愉悅與生活經歷，誠實地將內心的意見完整表達，將有助於父母親了解自己的子女，進而改善親子之間的關係。

Carrefour Cultural & Educational Foundation cares about the communication between parents and their children. It not only cares about the families with sluggish development children but also want to give the sluggish development children and the children of cross-cultural families the chance to learn in their communities. Therefore, the foundation cooperates with Eden Social Welfare Foundation to hold the "Children's New Paradise" activities in 37 Carrefour stores around Taiwan to lead these children communicating through games and group activities. Also, to help them learn more life skills and to merge with their community.

As the social pattern changes with time, the interaction between parents and their children is apparently insufficient and there is an obvious gap between two generations' cognition and communication. According to the investigation, 65% of the parents think they understand their children pretty well while 65% of their children express that their parents don't know them at all. Carrefour Cultural & Educational Foundation always takes the children as the most important assets of our country and the quality of the relationship between parents and their children influences children's growth deeply. The foundation thus wishes to bring parents' attention to take the communication with their children seriously through the "Children's New Paradise" camp and inspire their children of how to share the joy in their hearts and their life experiences with others. Through the expression of their opinions completely, parents would understand their children more and improve the relationships between them.

• 台北市副市長林錫山感謝家樂福為教育扎根
的決心
Taipei City Deputy Mayor Yeh Chung-shuan
thanks for the resolution of Carrefour's efforts
in education.



• 每個兒童都是國家、社會外匯資源的第二代，即
是我們的未來的主人翁，透過實體學習、
回饋到社區中

Every children is the master of our country in the
future, so much it is development disabled children
or the children of cross-cultural families. We hope
to help them merge in their communities through
learning in the shopping mall.

• 透過學習遊戲，以互動的方式來培養小朋友
良好的溝通能力及學習的能力，並建立良
好的學習習慣

Carrefour provides chances that help children to
know more about self-learning with the fun place
and interesting games, they will learn how to well
control money in the future.



國內首創的賣場教學親子活動

家樂福的兒童新樂園校外教學成長營，是國內首度以賣場作為校外教學場地。

邀請孩子們到家樂福的賣場，由受過專業訓練的志工引導孩子進行活動與遊戲。由於「遊戲」就是孩子最自然的語言，因此藉由「遊戲」與「說故事」的方式與兒童互動，透過遊戲可呈現出他們的生活樣貌與對周遭事物的看法與感受，讓孩子在遊戲的情境中抒發想法與情緒，並協助改善其行為，修正成適當的觀念或想法，以及強化兒童既有的優點與能力，進而提昇其自信心、情緒管理能力以及人際互動能力。

同時，家樂福也是國內第一家舉辦這類活動的賣場。

為了有效達到「從生活中學習、在生活中教育」的目的，活動中還規劃有金錢的管理及中、英、越三種語言的簡單教學，並以實際的活動來呼籲父母親，重視親子間溝通的五大重點：「傾聽、鼓勵、讚美、認真和用心」。

從本次活動中，孩子有機會學習、練習各種正向的社會技巧，因而獲得情緒管理的能力和自我管理的能力、人際互動的技巧。因此孩子比較有能力面對日常生活中的困難與挑戰，讓教育在生活中紮根，而達到家樂福兒童新樂園的目標-幫忙孩子擁有良好的人際關係與適應環境的能力。

The Initiative Activity for Parents and Children

Carrefour held the "Children's New Paradise" camp for children to grow outside the school, it was the first one held at the mall as an indoor education spot in Taiwan. They invited children to engage in the activities and the games with those professional trained social workers. As "playing games" is the most natural way of speaking for children, interact with children via playing games and telling stories could reveal their real life styles and understand how they look and feel about the world. Children could express their ideas, thoughts and emotions while playing, and thus we could help correcting their behaviours and thoughts to strengthen their advantages and abilities to increase their self-confidence, the ability to manage their emotion and the ability to interact with other people. Meanwhile, Carrefour is the first enterprise to hold this kind of activity.

To reach the goal of "Learning from living and educating in life", Carrefour also plans the activity about how to manage finance and the simple lessons in Chinese, English and Vietnamese. They also appeal to the parents to value the five key points in communication with their children: "Listen, encourage, praise, serious and care".

Children have the chance to learn and practicing all kinds of communication skills from this activity to gain the ability to manage their emotions, self-management ability and the skills to interact with other people. From these experiences, children are more able to face the difficulty and challenge and the education roots in their daily life to reach the goal of Carrefour's Children's new paradise- helping children having better relationships and better ability to adapt to the environment.

Build a Children's New Paradise



生活中體驗，互動中了解

本次活動推廣對象，主要是4到7歲的學齡前兒童。這些家中小霸王在新的團體中顯得害羞，不一會兒藉由幾位志工的帶領而熟稔，恢復了活潑好奇的本性。無論是對服務台的工作、查價機的操作方式和環保產品的價值認知，個個都睜大眼睛、興趣盎然，小朋友一邊模仿其他小朋友的行為，一邊學習，有些為了獲得讚許，更是發揮小雞婆個性提醒其他人遵守規矩。

老師與活動志工以積極稱讚的方式，運用輔導技巧與教學工具，帶領小朋友在家樂福賣場進行尋寶遊戲，再配合輕鬆有趣的問答，引導小朋友發問問題，從日常生活上的購物行為與消費觀念，讓孩子有更豐富的生活話題與父母親連結，並且鼓勵主動與爸爸媽媽分享生活點滴以及同儕之間的互動狀況。

一連串的活動下來，原本怕生木訥的孩子也爭先舉手搶答，勇敢地讓更多的人聽到他的想法與聲音。當老師抓起活生生的大田雞，有些小朋友早就拋開害怕的伸手碰觸；有些小朋友則是羞怯的問：「牠會被賣掉吃掉嗎？」，而小朋友獲得老師確定的答案之後，各個都露出關心及可憐大田雞的表情。

Experience from Life and Understand from Interaction

The main objective of this activity is the pre-school kids aged 4 to 7. These kings of their families looked shy in the small groups in the beginning, but returned to be active and curious later under the leading of those volunteers. They're all very interested in the job of the service counter, the way to operate the inquiry machine and the value cognition of the environmental protection products. They sometimes learned by imitating other children's activities, some even kept reminding others to obey the rules in order to be praised by the adults.

Teachers and volunteers led those children in Carrefour to run the treasure hunting games in a positive encouraging way by using the technique of coaching and education tools. They also cooperated with relaxed and interesting questionnaire to inducing those children about how to ask questions let them have more rich life topics to chat with their parents from the shopping behaviors and the consuming concepts and encouraged them to share all the details and the interactive condition of their friends with their parents initiatively.

After a series of activities, some children that were originally introverted became active and brave in answering questions and wanted more people to listen to his ideas and voices. When the teachers grabbed the living edible frogs, some children forgot their fear and were eager to touch them and some asked shyly: "Are they going to be sold and eaten?" After they've got the confirmed answer from their teachers, they all appeared with the look of concerned and pity.



在家樂福的生鮮區中，小朋友們好奇的用手觸摸柔軟的蛙皮，及活跳跳的田雞，藉此學習辨識農畜的辨識型。

In the fresh food area, the children touched the soft apple and live frogs to learn how to tell the freshness of foods.

傅娟代言-言教不如身教

身為活動代言人、同樣是好媽媽模範的傅娟，也親自蒞臨家樂福跟小朋友一起互動，並且帶著大女兒歐陽妮妮一同參與，傅娟認為：「身教重於一切啊！」，尤其像此次活動除了教育小朋友外，還一同幫助遲緩家庭，使得遲緩兒能認識生活週遭事物、學習生活技能，很有意義，所以不但自己代言公益，也讓女兒一起參與。

活動現場中，只見傅娟一下子化身為蔬果天使，帶領大家到水果區讓小朋友找一找七種顏色的水果拼出一道彩虹橋；一下子又到生鮮區，親自抓起公螃蟹與母螃蟹教小朋友如何分辨，大人小孩都玩的不亦樂乎呢。

一向非常重視親子之間溝通的傅娟，觀察到現代親子的相處過程中，家長們可能因為忙碌而疏忽身旁孩子的感受，其實孩子們承擔了許多壓力，卻可能沒有機會獲得支持與協助，而經過參與活動之後，讓她對親子對談與互動方式，有了更多的心得與想法。

TIP * 天天幸福的秘訣

「傾聽、鼓勵、讚美、認真、用心」五個簡單的親子溝通重點，從日常生活身體力行，隨時隨地提醒並且正視親子溝通的問題，讓全家人的感情都能永遠快樂、幸福！

Fu Juan as a spokeswoman for "Teaching by Examples Works Better than Teaching by Words."

As a representation for this activity and a pattern of good mother, Fu Juan came to Carrefour to join in the activity with her daughter, Ouyang Ni-ni. Fu Juan thought teaching by examples is much more important than anything else. Especially when it's a meaningful activity to help the families with sluggish development children by educating those children to learn more in their daily life and the skills to live other than educating her daughter only. That's why she brought her daughter to join in this activity as she represented for the public welfare activity.

We could see Fu Juan dressed up as a fruit angel and led everyone to the fruits area to look for seven different colors of fruits to piece into a rainbow and grabbed the crabs to teach the children how to tell the male crabs from the female crabs and everyone had a great time enjoying the fun.

Fu Juan herself always values the communication with her children. As modern parents might neglect the feeling of their children because of busy, children might be under too much stress and have no chance to be supported and assisted. After joining in this activity, Fu Juan said she has more idea and thoughts about how to listen and interact with children.

TIP * The Secrets of How to be Happy Everyday!

There are five simple principles of family communication: "Listen, encourage, praise, serious and care". Please carry them out from your daily life and value the problems you have with your families anytime, you'll have a joyful and happy family everyday!



一畫又一畫，小朋友正專心的彩繪著，與大家分享今天所學到的點點滴滴。
The children painted concentrated in their with all the others about what they've learned today.

關懷 環保

Environmental
Protection Series

我們的手握有一顆珍貴的球，它的名字叫做地球，
它的美麗令人驚艷，它的偉大孕育了我們，
6月5日是它的生日，也是國際環保日，
每年六月，當夏天微風輕輕吹拂，
我們高喊「Let's Carry Four "R"」時，
也在心中劃上「我愛地球」的等號。

我們從小處著眼，從清潔社區環境做起，
一日義工有了拋磚引玉的成效；
我們邀請小朋友擔任環保戰士共同參與，
讓環保教育向下扎根；
我們用路跑宣導節能運動，省下34座陽明山送給下一代；
我們將「環保4R」的理念變成遊戲，把環保的終身使命流傳下去。
我們全體總動員，讓天天都是環保日，月月都是環保月！
也讓眼前這片藍天綠水，能夠陪伴每個世代的童年記憶，
一代一代延續下去。

「環保4R」的理念

1. Recycle 資源回收：徹底執行垃圾分類與回收動作。
2. Reuse 資源再利用：將廢棄物變成可利用的再製品。
3. Reduce 垃圾減量：節約資源與減少使用不環保的物品。
4. Rethink 環保教育：從小處著眼，向下扎根，盡一己之力不嫌少。

There's a precious ball hold in our hand which is named "the earth".

Its pretty is so amazing, its greatness breeds us all. June 5th is the birthday of the earth, the International Environmental Protection Day.

When summer breeze blows in June as we yell
"Let's Carry Four "R"" , it means "I Love the Earth" in our heart.

We make our minor efforts from cleaning the environment of the community and the one-day volunteers induce more people to join us.

We invite children as our environmental protection warriors to deepen the environmental education.

We promote the energy-saving activity by holding jogging activities and saved 34 Yang-Ming Mountain for our next generation.

We turned the idea of "Environmental Protection Four "R"" into a game to spread the life-long mission to protect the environment.

We gather together to protect the environment everyday and every month!

Let the clear sky and the pure water accompany every generation and last forever!

The Idea of " Environmental Protection Four " R "

1. Recycle: Carry out the garbage sorting and recycling thoroughly.
2. Reuse: Turn the waste into a useable reproduction.
3. Reduce: To conserve the resource and reducing the use of environmental harming articles.
4. Rethink: Teach our children to protect the environment from ourselves. It's never too less to make our efforts.



Let's

Carry

ReUse

ReUse

ReThink

Let's Carry ReUse ReThink

Re



換我們照顧地球

It's Our Turn to Take Care of the Earth



Let's Carry Fou" R"

2005年全球因為人為的環境污染造成了氣候驟變，全球暖化的問題較前幾年是日益嚴重。因為氣候的變化造成全球各地的天災頻傳，各種警訊在在的提醒我們身為地球的一份子，必須要為大地之母-地球，貢獻一己愛地球的心力。

全球家樂福企業一直以來最關注的議題也就是環保，希望在企業經營與環境保育之間，負起對地球保護的責任。

所以在企業總部的理念之下，家樂福文教基金會更本著「關懷世界、回饋社會」的原則，在每年六月固定舉辦環保的系列活動。2005年更搭配世界環境日的舉行，將家樂福企業的環保精神，透過各種精彩的活動舉辦，——落實到台灣的每一個城鎮，讓台灣成爲一個真正的「綠色福爾摩莎」之島。

Carrefour爲家樂福企業之名稱，2005年爲了將環保與企業相關性完整的結合，特地將家樂福長期所推動的環保4R中取材，最後擬定了今年家樂福企業環保月的主題「Let's Carry Fou" R"」，希冀透過Let's Carry Fou" R" 口號提出，讓所有家樂福企業的員工及長久支持的消費者們，能夠認識並開始關懷地球。

家樂福企業長年投注於環保的人力、物力及心力，就是希望從自身出發，感染身邊周遭的所有人，進而推行到全世界，讓大家一起來關愛我們所居住的地球，這也是家樂福實踐「Let's Carry Fou" R"」的最終使命。

Let's Carry Fou" R"

The global weather has changed a lot in 2005 because of the environmental pollution cause by human and the global warming issue is also getting worse these years. As the climate change has cause disasters around the world, it reminds us to make our efforts to love and protect the mother earth as everyone being an inhabitant of the earth.

The worldwide Carrefour concerns about the environmental protection as the most important mission to protect the earth while operating the enterprise.

To carry out the concept of its headquarter, Carrefour Cultural and Educational Foundation holds a series of activities to promote the concept of environmental protection in June every year based on the concept of "Care for the world and feedback for the society". In 2005, we also spread the environmental protection spirit all over Taiwan with the holding of the World Environment Day 2005 to turn Taiwan into a real "Green Formosa".

In order to join the environmental protection issue with our name Carrefour, we extracted the idea of "Let's Carry Fou" R" from the 4R environmental policy we've been working on for a long time to be the key subject of Carrefour Environmental Protection Month. We wanted to bring the attention of every employees and customers that supported us for a long time through the "Let's Carry Fou" R" slogan to know and care about the earth.

The Carrefour enterprise keeps on protecting the environment through the resources we have and try hard to persuade everyone around us to make his efforts with us to care about the planet we live, that's the ultimate mission for us to carry out "Let's Carry Fou" R".





馬修·連恩為「家樂福文化藝術基金會」擴大在台灣的發展而表演，並獲得

Environmental building the environmental concept through the wonderful guitar performances of Matthew Lien.



家樂福舉辦環保月活動，台北縣李陳瑞新縣長也大力支持協助，與眾分享對環保音樂的熱情，讓這也特別不同擔任代理人，兩屆的職責更獲好評。

The deputy chairpersons of Taipei County Environmental Protection Bureau, Yang Zhi-hong, and the well-known environmental musician, Matthew Lien, who came to Taiwan, both strongly supported the activity of environmental month, which was held by Carrefour.

環保音樂家馬修·連恩共襄盛舉

環保觀念需要從小培養，所以針對家庭份子舉辦的「我愛地球園遊會」在全省陸續展開，由環保小劇場「天恩良心光明劇團」的表演揭開序幕，透過地球爺爺及綠精靈等角色的互動，說明酸雨、環境破壞等對於人類的重要影響，提醒大家不要讓地球變成可怕的「禿頭」！

值得一提的是，最近剛獲得金曲獎「最佳跨界音樂」的環保音樂家「馬修·連恩」，他不辭辛勞的遠道而來，以吉他演奏帶來了一場又一場動人的音樂饗宴，他用音樂傳達愛地球的觀念，也唱出環境保護的重要性以及保護地球人人有責的訊息，並且暢談對於大自然的感動與創作，音樂無國界的魅力，很快就擄獲了現場民眾的心靈，而獲得滿堂喝采。

馬修的音樂造詣不但讓國內民眾一飽耳福，也讓大家認識到環保工作的國際觀與地球村的概念，他同時與工作同仁交流國際環保的觀點，並且表示對家樂福文教基金會的全力支持，更令基金會備感榮幸與驕傲。

The Environmental Musician Matthew Lien Show his Strong Support for the Activity

The environment concepts need to be cultivated since childhood. We hold the "I Love the Earth" fairs for family members around Taiwan. The fairs started with the show given by Conscience Drama Performances, through the interaction between the earth grandpa and the green fairy to explain the important affects it would cause by the acid rain and the destruction to the environment to remind everyone not to turn the green earth into an awful bald earth!

What's worth mentioning is that Matthew Lien, the environment musician who received the prize for "Best World Music Album" at the Golden Melody Awards, came a long way from Canada and brought lots of music festivals with his guitar performance. He expressed his love for the earth through his music and send out the message of the importance for everyone to protect our earth by his voice. He also mentioned about his feelings and creations about the nature. The appealing universal music won the audiences' heart and brought the house down.

Matthew's music satisfied the audiences and let them learn the concepts about what other countries have done to protect the environment and the idea of global village. He also interchanged his points of view about the international environment with our staffs and his support to the Carrefour Cultural and Educational Foundation which made us feel honored and proud.



• 家樂福環保藝術品-龍騰四海，由七萬個寶特瓶製成，長85公尺，高3公尺，寬1公尺
 Dragon Galloping the World
 70,000 recycled PET bottles
 Length-85 meters
 Height-3 meters
 Width-1 meter

環保4R「Reuse」的藝術品

經歷一個月的推廣，愛地球和4R觀念已漸漸在全省扎根。而活動中最令人嘖嘖稱奇的，是兩件舉世無雙的環保藝術品。「雞鳴圖舞曲」是由七千個寶特瓶製作成兩隻巨型的環保雞，兩層樓高的高度，可說是北台灣最大的環保創作藝術。「龍騰四海」，由七萬個寶特瓶製成，整條龍身長85公尺，圍繞著高雄愛河，彷彿是從清澈的海都飛躍而出的一條栩栩如生的海龍王，傳達了清澈海洋的理念。這兩件環保藝術品所代表的觀念正是環保4R的「Reuse」，所設計與尺寸皆引起現場觀眾連連驚呼，也將活動帶到最高潮。

而園遊會中的DIY製作教學，讓每個人可以輕鬆地將廢棄物變成可利用的再製品，也學會將環保落實生活中；闖關的朋友除了滿載而歸的禮物外，還可以知道環保的概念，以最簡單的方式，體會環境保護的重要；另外全省家樂福強力促銷的「綠精靈系列」，是由行政院環保署所檢驗合格的環保商品，藉此讓消費者擁有綠色消費的意識，做環保從消費之前做起。

Artworks Produced by "Reuse" Concept of the "Let's Carry Fou" R

The concepts of loving the earth and "Let's Carry Fou" R has spread out to every place in Taiwan after one month's promotion, and the most amazing in the festival is the two unique environmental artworks. "Chicken chirps wait" is a giant environmental chicken made by 7,000 PETs which is two floors high, it can be figured as the largest environmental protection artworks in northern Taiwan. "Dragon Galloping the World" is made by 70,000 PETs which is 85 meters long surrounding the Love River in Kaohsiung city. It looks like a king of the dragon in the sea which means the clean and clear ocean. These two artworks represent the "Reuse" idea of the four "R"s of the environmental protection concepts, its design and size amazed the public around and brought the climax for the festival.

The DIY lessons in the fairs taught everyone how to turn the waste into usable re-production and how to carry out environmental protection in our life. Those who joined the lessons got lots of presents and the environmental protection concepts; they also experienced the importance of environmental protection in the simplest way. Besides, Carrefour promotes a series of products named "Green Genie Series" which have been certified as the Green Mark products by EPA, Executive Yuan to guide the consumers to have the idea of green consumerism before shopping.



• 家樂福環保藝術品-雞鳴圖曲，由七千個寶特瓶製成，長3公尺，高4.5公尺，寬1公尺
 Chicken Chirps Wait
 7000 recycled PET bottles
 Length-3 meters
 Height-4.5 meters
 Width-1 meter

• 透過環保知識問答，小朋友們踴躍舉手，氣氛熱烈。
 Quiz of common knowledge in environmental protection was conducted on the spot. Kids enthusiastically raised their hands. The atmosphere was hectic.



• 大朋友、小朋友都在環保攤位中盡情的玩樂並且從中學到環保的知識，落實環保教育。
 All the children had fun at the environmental protection booth and learned environmental protection knowledge.



• 天燈點亮的點燃新大朋友、小朋友帶來的環保行動劇。
 Environmental protection skit to show the love to the earth.



愛地球的終身使命

讓環保不只是口號，而是身體力行的小動作。馬修·連恩以親身經歷的吸管小故事，表達環保就是從如此小的著眼點開始，他細膩的說法讓所有在場的民眾感同身受。最後，引用馬修·連恩在最後一場活動上所說的：「希望環保月的活動不是只有一年一次，而應該是天天都是環保日，月月都是環保月。」而家樂福文教基金會也深切的督促自己，不斷朝著推廣環保教育工作的方向前進，每年所舉辦環保月活動將會是一項不間斷的終身使命。

The Life-long Mission to Love the Earth

Let the environmental protection be the action carried out everyday other than just a slogan. " Matthew Lien told a story of his own experience about the straw to express that we can protect the earth from such a normal behavior. His exquisite expression had won all the audiences' approval. Just as Matthew said on the last activity, "Let's wish that the activity of the Environmental Protection Month held not only once a year but should be carried out everyday and every month." The Carrefour Cultural and Educational Foundation will urge itself to move on promoting the environmental protection continuously. Holding the Environmental Protection Month activity will be the continuous life-long mission for us.



• 環保樂樂樂，從小娃娃！環保小戰士大盤腳「Let's Carry Fun」。
 The little environmental protection warriors fondly held "Let's Carry Fun"。



• 家樂福自有品牌-綠精靈系列產品，強調環保概念，台中市副市長蕭家琪贊成「讚」。

The series of carrefour private products "Green Genie Series" emphasize environmental protection and even Taichung City Deputy Mayor Hsiao Jiaqi applauds.



• 台中市環保局長李立德大力呼籲民眾響應家樂福環保運動，親自帶狗到商場方便環保教育。

Li Li-de, Director of Taichung City Environmental Protection Bureau, urged the public to join the environmental protection campaign promoted by Carrefour and demonstrated environmental protection carry to clean dog excrement in dog walking.

一日義工

社區關懷

One Day Volunteer



▶ 在昂治店長的帶領下，家樂福員工進行一日義工的活動。Carrefour employees participate in a one-day volunteer work.

每年六月是家樂福的環保月，活動重點之一的「一日義工」，是家樂福各地員工與社區志工合作，一起為社區盡心盡力，協助附近社區街道的清潔，幫助鄉里落實環保精神，並回饋在地居民的活動。

今年活動，不但召集了全省家樂福北、中、南、東各地員工，也擴大結合地方人士，邀請當地的鄰里聯合執行。這支由家樂福員工與社區義工所組成的義工隊，一早督師後搶先拿起掃把，一起興致勃勃的展開掃街工作消毒環境，同時協助清理大型垃圾和積水的容器，把病菌與登革熱病媒蚊一起趕出死角。

活動當天的溫度熱到汗流浹背，但義工們的熱情不減，「快樂作環保」的態度獲得現場民衆的好評，不少鄰居認為家樂福的一日義工是值得成為其他企業學習的好典範。參加的員工也表示，非常高興有機會付出，為鄉民提供不一樣的服務。透過一日義工的發起，讓社區環境更加清潔，同時也鼓勵居民從自己居住的地方做起，一起加入環保的行列，共同推廣環保觀念，實踐在生活的每一天。

► 員工利用下班時間，利用掃帚、鏟子清理街道垃圾，落實企業社會責任與環保政策。
 Employees clean up each corner of community to improve quality of life and give the label of happy healthy environment.



► 清理社區環境的同時，在協助鄰近居民清潔大型垃圾，以實際行動回饋地方民眾。
 The community residents were assisted to clean away large type of garbage. Carrefour stood to feedback the local residents.



We set the Carrefour Environmental Protection Month to be June every year. One of the activities "One Day Volunteer" is cooperated by all the employees of Carrefour and the volunteers in the region to make efforts in cleaning the streets in the neighborhood around Carrefour to carry out the concept of environmental protection and feedback for the inhabitants around from the establishment of the Carrefour Cultural and Educational Foundation five years ago.

This year, we not only gather 1000 employees of all the Carrefour in Taiwan but also enlarge to cope with the neighborhood to make efforts with us. The volunteer team composed of Carrefour staffs and the community volunteers took the brooms and started their works on cleaning the streets and the surroundings after they took a mass pledge. They also helped cleaning up large wastes and the containers with water to get rid of the germs and the dengue fever.

The temperature that day was so hot that everyone is sweaty, but the attitude of "Carrying out the Environmental Protection Happily" got a high appraisal from the public for their passion and efforts. Many neighbors regard the "One Day Volunteer" is a very good modern for other enterprises to learn. The staffs who joined in this activity also claimed that they are very happy to have the chance to offer different services for the community and neighbors. Through the launch of "One Day Volunteer", we encourage the inhabitants to join us cleaning the surroundings together and carry out our concepts of environmental protection everyday.



► 六月正值登革熱高發期，除了打掃社區街道外，一併幫地方服務。

June is the peak month of Dengue fever. The community was cleaned and sterilized and local service task was jointly accomplished by the one-day volunteers of Carrefour.



► 家家福員工積極與地方合作，讓社區有一個乾淨的空間。 Employees of Carrefour give a clean space to service by cooperation.

節能路跑，省下34座陽明山

Summer Jogging for Energy Conservation

Saving 34 Yang Ming Mountain

每人每天節省1度電，全國每年可節省84億度電，等於210億元的電費，相當2.3座林口火力發電廠年發電量；也可減少二氧化碳排放580萬公噸，更等於34座陽明山國家公園造林，每人每天節省不但可以省下荷包，又能善盡身為地球村一員，保護地球環境的責任。

為了宣導全民節約能源，加深環境保護的認知，家樂福文教基金會與經濟部能源局合作，共同宣導日常生活節能方法，讓民眾親身體認：只要改變日常生活小習慣，節約能源隨手可做、隨處可省。

在台北關渡宮舉行的夏季節能路跑，吸引了國內路跑好手齊聚一堂，共同為節能及健康而跑，路線沿著海岸邊進行，風景迷人且海風徐徐吹來清涼無比，不但可享受大自然的洗禮，也能達到健身省能的目的，還有不少民眾攜家帶眷走出戶外一同參與。

家樂福文教基金會將秉持「節約能源隨手可做，隨處可省」持續宣導，告知節約能源，只要改變小小生活習慣，就能輕鬆節約能源，共同來為我們的後代子孫創造優質、潔淨的水續發展環境。

We could save 8.4 billion degrees of electricity by saving one degree per person every day, it equals 21 billion dollars, 2.3 times of the annual electricity produced by the LinKou Thermal Power Plant, reducing of 5800 thousand tons of the carbon dioxide and building 34 woods of Yangmingshan National Park's amount. Saving energy everyday by everyone could save money and fulfill the obligation to protect

the environment as a member of the global village.

In order to promote the concept of energy conservation and environmental protection, Carrefour Cultural and Educational Foundation cooperated with Bureau of the Energy, Ministry of Economic Affairs to preach the methods of energy conservation in our daily life to persuade the public about changing the habit could help saving energy without extra effort everywhere.

The Summer Jogging for Energy Conservation held at the Kuan Tu Temple in Taipei attracted the joggers to run for energy conservation and health. The route was set along the coast where the scenery was so charming with cool breeze. Join the jogging could get you closer to nature and then reach the goal of saving energy through this healthy activity, many people brought the whole family to join us outdoors.

Carrefour Cultural and Educational Foundation will promote the concept of energy conservation continuously base on the "Saving Energy without Extra Effort Everywhere". We could save the energy just by changing few habits in our daily life to create a high quality and clean ever-lasting environment for our descendants.



● 消暑節約的跑跑季活動上千人
More than thousands of athletes participated in the jogging.



● 以實際行動參與能源教育，活動踴躍
The attendees aggressively participated the Q&A and were home with prizes.



● 家樂福文教基金會在推廣環保月位同時，也期望以更多元的環境教育議題，引導出新的能源的責任
Carrefour promoted its 2012 environmental protection activity, as the intention that the importance of energy-saving would be clarified through more diversified issues regarding environmental protection activities.

垃圾減量，環保加倍

家樂福文教基金會與臺北市政府環境保護局，在「二二八和平紀念公園」舉辦「打造健康臺北城-減量六十大挑戰」的環保園遊會活動。主要目的在加強宣導綠色消費、愛護地球，加強社區與家庭垃圾分類及資源回收的環保觀念，期待集結全民的力量，發揮「愛家愛城」的環保意識，共同挑戰垃圾減量達到60%的目標。

活動當天除了集結12個社區、環保社團、綠色消費單位及10個學校、社區表演團體熱情參與外，整體園遊會活動文宣、攤位展示說明及舞台節目安排，皆以雙語形式呈現，符合臺北市正與世界環境日同步前進的精神。

家樂福文教基金會為善不落人後，贊助所有的活動帳棚與家樂福的環保商品「綠精靈」，以實際行動支持環保，並以寓教於樂的教育方式，鼓勵台北市民進行「資源回收」及「垃圾減量」的工作，一起為60%的垃圾減量而努力，而此目標也正是家樂福文教基金會環保月所推動「Let's Carry 4" R"」中的「Reduce」垃圾減量的總體表現。

Carrefour Cultural and Educational Foundation and the Department of Environmental Protection, Taipei City Government held an environmental protection fair named "Build a Healthy Taipei City, Challenge the Reduce of 60% Waste" in Taipei's 228 Memorial Park. The main purpose of this fair is to promote the green consumerism, the love for the earth and reinforce the environmental concepts of the classification of home refuse and resources recycle. We look forward to develop the concepts of environmental protection of "Love our Family and Love our City" to challenge the goal of reducing 60% waste by gathering every citizen's strength.

We gathered 12 communities, environmental societies, green consumerism organizations and 10 schools and community performance groups to attend this festival. The documentation, display description and advertisement of this fair were designed bilingual to accord with the spirit of Taipei's moving forward with the International Environmental Protection Day simultaneously.

Carrefour Cultural and Educational Foundation make efforts to do kindness continuously; they sponsored all the tents and their environmental products, the Green Fairy, for this fair to support environmental protection practically in an edutainment way to encourage Taipei citizens to push on Recycle and Reduce and work for reducing 60% waste. The goal of this activity responds to Carrefour's Environmental Protection Month's spirit, the "Reduce" goal of "Let's Carry 4"R", reducing the amount of the waste.

Halve the Trash to Double the Environmental Protection



家樂福文教基金會與台北市政府環境保護局聯合舉辦的環保日系列活動。希望透過民間企業與政府的戮力共同協力，將環保的環保精神 The cooperation of the environmental day, held by Carrefour foundation and Taipei City Environment Protection Bureau, is rooted the environmental concept through the non-governmental enterprise and the government organization.



社區

Community
and
Parents-Child Activity

親子

快樂，
是一種魅力，當身邊的人們快樂時，嘴角也會不自覺的上揚；
幸福，
是一顆小種子，我們將它埋在家樂福的名字，送給孩子作為成長的禮物，因此「家家快樂又幸福」，變成我們的使命。

十多年來，我們秉著企業回饋社會的理念，在社區舉辦了許多文化藝術及休閒等活動；我們一直深覺「孩子是國家未來最重要的資產」，所以重視親子關係，強化親子溝通，因為

孩子，是我們未來的希望，
社區，是凝聚力量的源頭。

希望透過用心及努力，深入家庭，將幸福種子栽種到每個小小心靈裡，讓每個人都擁有幸福洋溢的微笑，完成我們最終的神聖—讓每個家庭都快樂又幸福。

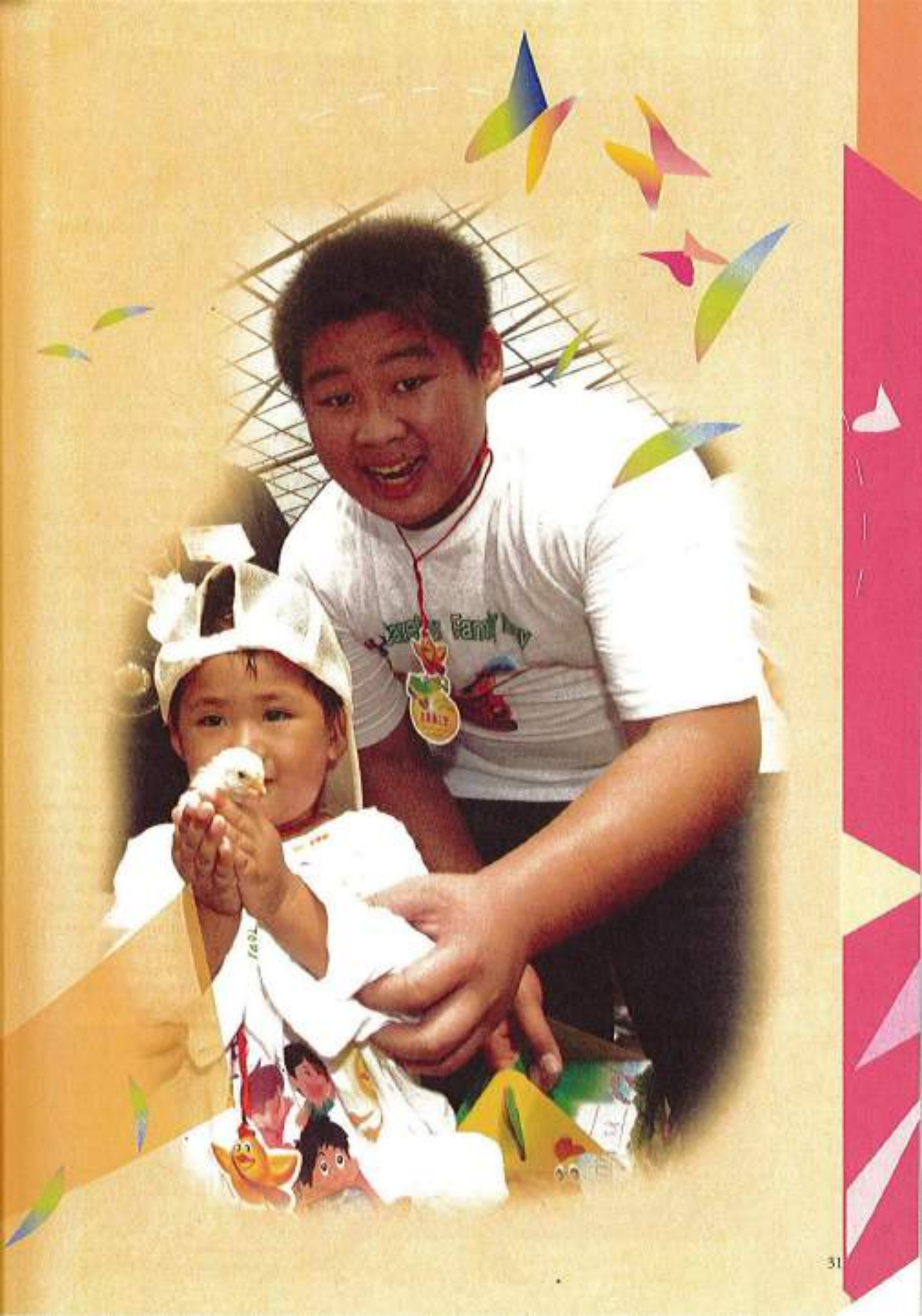
Joy is one kind of charming that when people around us are happy, your smile will appear automatically.
Happiness is a little seed which we buried it in the name of Carrefour as a gift for our kids.

Therefore, "Joy and Happiness for Every Family" becomes the mission of Carrefour.
We have held many cultural, art and leisure activities for our communities as the feedback to the society from the enterprises for more than a decade. We value the family relationship and make efforts on communication for families because we always have the idea that "Children is the most important assets for our country's future".

Children are our hope for the future.
Community is the source where our power strengthens.

We wish to plant the seed of happiness into every child's heart to let them have a joyful smile on everyone's face and achieve our mission—"Joy and Happiness for Every Family".





全國最大 寓教於樂的親子活力夏令營

The Largest and Edutainment 2005 Summer Camp- Carrefour Family Day



每個家庭都攜同子女參加
- 在統一企業「OAO自然
學校」活動專導帶領下，
享受著難得的假日樂趣。
Family share your busy
schedule and enjoyed the
weekend's fun.

堪稱全國暑假夏令營人數最多的「親子活力夏令營」，是家樂福文教基金會每年暑假固定舉辦的活動。全省34家店，共有128梯次夏令營活動，才開放報名後不到一週就已經額滿，創下高達八千人一同參與的親子旅遊；在統一企業「OAO自然學校」的專業導遊帶領下，精心設計出全台最吸引人的九條精選行程，兼具趣味性、益智性、安全性的團康活動及旅遊。

家樂福文教基金會致力在忙碌社會中，製造更多家長與小朋友的相處，讓親子關係更甜蜜，並促進家樂福與社區里民的和諧關係；同時亦特別保留梯次，讓育幼院童免費參與，讓歡笑遍佈每個需要的角落。

Speaking of the most attendants' summer camp in Taiwan, it's the summer camp held by Carrefour Cultural and Educational Foundation every summer vacation. They held 128 times of the summer camp in 34 Carrefour around Taiwan and the enrollment was full in one week after signing up and made the record of over 8000 of family attendants. Under the professional tourists of the Uni-President Co. "OAO Nature School", they designed the most attracting 9 routes in Taiwan with fun, wisdom and safety recreation activities and tours.

Carrefour Cultural and Educational Foundation has addressed themselves to create the chance for families to be together with a closer relationship and to encourage the harmonic relationship between Carrefour and the communities. They also reserved a summer camp for children from the children's charity to attend free and let the joys spread out to every corner needed.



親子一同長知識、增感情

想要一個瘋狂難忘的盛夏嗎？想要拋開生活中沈重的壓力，共享親子樂趣？2005年夏令營以「增進親子關係和諧」為宗旨，精心挑選出大人小孩皆可共享的九條路線，從北新竹金雞蛋休閒農場、宜蘭北關休閒農場、陽明山國家公園、台中科博館到中南部的東勢林場、南投溪頭森林遊樂區、屏東原住民文化之旅、南投溪頭森林遊樂區、台南七股海濱生態、墾丁國立海洋生物博物館以及花蓮新光兆豐休閒農場等，每條都是經過精心設計並規劃符合全家共遊且寓教於樂的著名景點。

「親子活力夏令營」不但有得吃、有得喝、有得玩，還免費贈送精美T恤、棒球帽、遊樂場門票、可口午餐盒、飲料、以及200萬活動平安保險等。如此的好康，也難怪許多爸爸要罷工不開車，精打細算的媽媽要帶著全家，一起跟家樂福出遊去。透過活動激發孩子的想像與創造能力，讓每個小朋友變成小海盜，盜一個快樂的暑假！也要盜走爸爸媽媽的愛！還要盜一個未來的希望與夢想！讓全家人度過一個輕鬆、充滿趣味的難忘夏令營！

Let the Families Grow Together in Knowledge and Relationship

Would you like to have a crazy and unforgettable summer vacation? Do you want to throw the heavy pressure in your life away and have fun with your families? The 2005 Summer Camp was held to "increase the relationship of the families", it handpicked the most attracting 9 routes for adults and children to have fun together including the Golden Good Egg Farm in northern Hsinchu, the Pukuan Resort in Yilan, the Yangmingshan National Park, the National Museum of Natural Science and the Dong-Shi Woods Farm in Taichung, the Experimental Forest of National Taiwan University in Nantou, the Taiwan Aboriginal Culture Park in Pingtung, the Cigu coast resort in Tainan, the National Museum of Marine Biology and Aquarium in Pingtung and the Shin Kong Chao Feng Ranch & Resort in Hualien, each one of these famous spots is elaborate, suitable and edutainment for the whole family.

Joining in the 2005 Summer Camp- Carrefour Family Day not only gave you food, drinks and entertainment but also offered exquisite T-shirts, baseball caps, tickets for the recreation ground, delicious lunch boxes, drink, safety insurance of two million dollars and so on. It's so beneficial that no wonder fathers would join for unnecessary to drive and mothers who pinch pennies would bring the whole family to roam with Carrefour. You could inspire the imagination and creation through the activities, make every children play as a little pirate and pirate a joyful summer vacation! Let's pirate the love of our parents and the hope and dreams for the future together!



* 大板瓦瓦片領門，在農場中體驗最近大自然小動物，並與動物互動
 * The adults and children enjoyed living with animals and the animals with surprises and laughter in the farm.



*大湖自然學校老師們，在統一活動中帶領學員到宜蘭縣礁溪，帶領學員到自然科學博物館，以各種動物的標本為主題。
The adults and children were guided to learn about the variety of natural sciences on the north by Ganshan and OAO Nature School's teachers.

遙一個快樂的暑假

五花八門活動的第一站，南區的團隊首先抵達雙春海濱生態園區，同時也是紅樹林保育專區，林間正在覓食的招潮蟹和活蹦亂跳的彈塗魚，到處引起驚奇的歡呼；而七股鹽田有如白雪世界一般的亮白，絢爛的令人睜不開眼，讓每個人當場變成白雪公主(王子)，大人小孩都直呼漂亮！

另外，北區則是從台中科學博物館展開。許多小朋友是第一次到科博館，面對館內各式人體模型無不感到新鮮好奇，不但頻頻發問，碰到實際操作的地方還興奮地嘗試操作；而從北部來的朋友，看到中部的豔陽高照，直呼天氣真棒，心情都跟著輕鬆起來了。在「OAO自然學校」的大哥哥大姊姊親切的帶領下，大家進入神秘的熱帶雨林中探險；又轉往花蓮最大的生態溼地-馬太鞍溼地，偷偷觀察大小白鸞鷗、白腹秧雞的自在英姿和溼地獨特的水生植物，最後在光復糖廠的名產-冰淇淋的滋味裡，一口清涼一口甜美的踏上回家之路。

Let's Pirate a Happy Summer Vacation

The first stop for the multifarious activities of the southern tour was the Shuangchun Seaside Recreation Area which was the Mangrove Conservation Area with lots of fiddler crabs seeking for foods and vivacious mudskippers which brought amazed cheering. Chika Yanshan was as bright as the snowy place that dazzling for the tourists unable to open their eyes. Everyone became Snow White Princess (Prince) and praise its pretty!

Northern tour began from the National Museum of Natural Science in Taichung. Many of them never been in the museum before as they saw various humunculi in the Museum, they also asked questions one after another and take turns to try everything with excitement. Those who were from northern Taiwan felt amazed and relaxed about the nice weather when they saw the clear sky in Taichung. By the leading of the guides from the "OAO Nature School", they went on an adventure in the secret tropical rainforest and went to the FATAAN Swamp Ecological Area in Hualien to observe the easy postures of aigrettes and White-breasted Water Hen and the unique aquatic plants in the swamp. We left for home with the taste of sweet and cool ice cream of Hualien Sugar factory.





● 海洋自然學校，舉辦的暑期活動，孩子們玩得超快樂
 The summer activities with both children easily enjoyed playing

過一個有意義的夏天

家樂福文教基金會表示，在台灣十多年來，一直秉著企業回饋社會的理念，成立多年以來，舉辦了無數社區親子及休閒等活動，希望透過用心及努力，讓每個社區都能家家快樂又幸福。

今年夏令營活動中也安排育幼院兒童、單親家庭兒童和一般家庭同樂，主要是希望藉由同儕間的互動，讓小朋友從小建立關心弱勢族群、幫助需要的人，並以平等對待的心態，從中學會珍惜所擁有的一切，讓他們彼此都能擁有美好的童年回憶。而不少家長看到孩子們打成一片，建立起民胞物與的觀念都相當開心，認為這是最佳的教育機會，也希望下次還有機會再參加，讓暑假活動顯得更有意義。

如此用心的規劃，如此貼心的服務，正是家樂福文教基金會默默為社會推行的重要活動，在統一企業「OAO自然學校」的大哥哥大姐姐們，專業又熱情的團隊帶領之下，讓小朋友及家長們度過最快樂的一個夏天，也歡迎您下次跟我們一起親身體驗國內最大、人數最多的家樂福親子夏令營的魅力喔！

Let's Have a Meaningful Summer

Carrefour Cultural and Educational Foundation shows that they held innumerable leisure activities for the communities and families with the ideals of feedback for the society for more than ten years since they were set up in Taiwan. We wish to make every family in the community to be happy and joyful through their care and efforts.

We arranged the children from the children's charity and the single parent family to have fun with those from regular family because we hope to remind those children to care for the minority groups and those who need help from the interactions they have, teach them how to treat everyone equally and how to treasure what they have, let them all have a nice memory of the childhood. The parents were so happy when they saw their children are having fun with all the others and have built the concept of sharing with other children. Parents think of it as the best opportunity to educate their children, they also expressed that they want to have the chance to join the summer camp some other time to make the summer vacation more meaningful.

Such planning with earnest and sweet services was from the important activity held by Carrefour Cultural and Educational Foundation for the society. Under the leading of the professional and enthusiastic guides of the Uni-President Co. "OAO Nature School", parents and their children spent the happiest summer they ever had. We sincerely welcome you to join us and experience the charming of the largest summer camp held by Carrefour next time!





愛心

Donation Charity 慈善

地球這一艘方舟，我們是船上的共同體，家樂福文教基金會以共生理念畫出一個同心圓，致力於關懷他人的推廣，將愛心努力散播到最遠的角落。

我們舉辦全省義賣，將募捐的所得幫助奧比斯眼科飛行醫院，以愛為汽油，前往世界各地需要的角落，幫助1萬名失明孩童看到美麗世界。

我們關懷癌症病童，讓他們感受耶誕節的分享真意，分送募集的耶誕禮物，召集上千人點亮世界最大的人體耶誕樹，對於他們在生命上努力不懈，高聲祈求。

我們投入金錢物資在愛心活動上，也親身投入參與；當大家跟著泰瑞法克斯的腳步，奮力向前，心中的那股暖流，將隨之跑向關懷生命的美好未來。

家樂福文教基金會點燃了溫情的火苗，這一盞光芒持續傳達我們的用心與愛心，相信這份心意，可以感動更多人跟隨，一路上發光發熱。

If Earth is an ark, then we are the community on the same boat. Carrefour Cultural and Educational Foundation has drawn a concentric circle by the concept of "Living Together" and do its best to care for others and send their love in every corner in the society.

We have held charity bazaars all over Taiwan and donate the income of the bazaar to the Orbis Flying Eye Hospital for them to fly with the gasoline of love and help 10000 blind children to see the beautiful world again wherever needed.

We care for those children with cancer and want them to know the true meaning of Christmas, sharing. We send out the Christmas gifts we collected and called thousands of people to light up the largest Christmas trees made by human body to pray for children with cancer for their hard works for life.

We invested money and materials and devoted ourselves on the charity events. As everyone strived to run with the pace of Terry Fox, the warmth in their hearts will accompany them to the great future of curing for life.

Carrefour Cultural and Educational Foundation have lighted the fire of humanness which will transmit our care and love continuously to touch more people to join with us.





點亮世界紀錄的希望之樹

Light the World Record Hope Tree up

聖誕節前夕，全球最大的人體耶誕樹點燈活動，在中正紀念堂隆重登場。由前行政院長謝長廷、內政部長蘇嘉全暨伉儷與主辦單位的家樂福台灣區總經理吳偉生等人，一同「為台灣祈福-家家快樂幸福，希望之樹」進行點燈。

家樂福文教基金會贊助現場超過3700名民衆的聖誕服、螢光棒，一同裝扮成耶誕老公公，大家手持螢光棒，聚集成一棵大型人體耶誕樹的創舉，不但可挑戰金氏世界紀錄，也象徵為台灣祈福的光亮，雖然當晚中正紀念堂的冷風陣陣，但是許多小朋友裹著厚重外套，再套上耶誕服裝，圍著聖誕老公公氣球人偶同樂，和麋鹿拉雪橇的氣球一同拍照，俏皮的擺出各種手勢相當討喜，為低溫的台北夜帶來暖意，也吸引了外地遊客前來一睹盛況。

這項名為「家家快樂幸福 希望之樹點燈」的活動，因民衆的熱烈參與，現場有來自各地超過3700人共襄盛舉，謝院長更為長達100公尺、寬68公尺、世界最大的人體耶誕樹所締造的世界新紀錄擔任見證人。

There was a largest human body Christmas tree lighting up activity held ceremoniously at the GKS Memorial Hall on Christmas Eve. The former Premier of the Executive Yuan, Frank Hsieh, Minister of the Interior, Su Jia-chyuan couples and Carrefour General Manager Marc OURSEN joined the light-up for the Tree of Hope.

Carrefour Cultural and Educational Foundation had sponsored the Christmas costumes and fluorescent sticks for over 3700 people to dress up like Santa Claus and to hold the fluorescent sticks to gather as a large Christmas tree which challenges the Guinness World Records and symbolize the light of praying for Taiwan. Although it's quite chilly that night, but many children wrapped in heavy coats and Christmas costumes to have fun with the Santa Claus balloon and take pictures with the reindeer sleigh balloon. Their cute postures were so joyful that brought the warmth for the night in Taipei and attracted the tourists.

This activity named as "Pray for Taiwan, for Cancered Children to Light the Hope Tree Up" had attracted over 3700 people to join in because of the enthusiasm of the public. The former Premier of the Executive Yuan, Frank Hsien served as the witness for the human body Christmas tree which is 100 meters long, 68 meters wide and creates a new world record.



共有超過3700名聖誕老公公齊集於中正紀念堂共同點燈，成功訂下了金氏世界紀錄。
More than 3700 Santa Clauses gathered at the GKS Memorial Hall to make up the Christmas tree which broke the Guinness Record.

為癌童點燃希望

為了讓癌症病童也能感受耶誕節的氣氛，家樂福文教基金會與台北市青少年育樂中心共同為全國的癌童募集耶誕禮物也一直持續進行，社會各界踴躍致贈禮物，鼓勵這些努力不懈的生命小鬥士並完成他們小小的心願，正如前行政院長謝長廷所強調的「共生」理念，「關心他人」正是其中一部分。

最後，由家樂福台灣區總經理吳偉生率領所有的一級主管，偕同謝院長，親自將募集而得的禮物——贈送給現場的癌症病童，親切的鼓勵小朋友多加油，不要輕易的被病魔打倒了。晚會最後在前行政院長謝長廷的陶笛聲中，現場所有聖誕老公公與小公公一起合唱聖誕歌曲，為所有的台灣同胞祈福，讓活動再現溫情，點燃另一波高潮。

那一晚的氣溫雖然很冷，但在歌聲與滿滿的祝福聲中，溫暖了每個人的心，也讓癌症小病童活下去的心願，隨著閃亮的耶誕樹直達天聽。

Light the Hope up for Cancered Children

In order to let the cancered children fell the warmth of Christmas, Carrefour Cultural and Educational Foundation and the Young Party collected Christmas gifts continually. The community donated gifts enthusiastically to encourage those striving fighters and to complete their wishes. Just as the former Premier emphasized, caring for others is a part of mutualism.

At the end of the night party, Carrefour General Manager Marc CURSIN led all the superintendents to give away those gifts with Premier Hsieh and encouraged those cancered children to keep on fighting for their health. All the Santa Clauses sang Christmas songs together with the former Premier Frank Hsieh playing pottery whistle to pray for all the people in Taiwan, it warmed and brought the high tide for the night party.

Although the temperature that night was so cold, but their voices and prayers warmed everyone's heart and let the wishes of living healthily spread to heaven with the twinkling Christmas tree.



由前行政院長謝長廷、前政界與基金會共同籌組的聖誕公益聖誕禮物募集負責人，一同獻給希望之星。
The former Premier of the Executive Yuan, Frank Hsieh, Minister of the Interior, Su Jui-chuan and Carrefour General Manager Marc CURSIN to up hope into together.



為癌童祈福的熱誠民眾。
The enthusiastic crowd cheering for cancered children.



家樂福台灣區總經理吳偉生率領所有一級主管，偕同謝院長，親自將募集而得的禮物——贈送給現場的癌症病童，親切的鼓勵小朋友多加油，不要輕易的被病魔打倒了。
Carrefour gave gifts to cancered children and sang the joyful song for them.



• 您的協助可以讓更多孩子及早醫治，及早治療，讓悲劇不再發生。
More children can be saved from being blind in advance with your assistance, therefore the tragedy won't happen again.

（感謝台灣奧比斯基金會提供圖片 Thank the ORBIS foundation provides the picture）

一萬個飛往光明的機位

Ten Thousand Seats to the Vision

一萬個孩童 光明希望

你知道嗎？全世界每天約有1500個小孩失去視力！平均每分鐘有1名兒童遭遇失明。台灣平均每年有3000多名孩童因眼珠外傷而眼睛損害。如果以上答案你都不知道，唯一必須記住的是：只要有適當的醫療或公衛及早介入，全球140萬名失明孩子之中，有75%（約100萬）的孩子可以免受失明或視障之苦。

為了讓更多失明孩子能有重見光明、茁壯成長的機會，家樂福文教基金會與台灣奧比斯基金會聯合發起「一萬個孩子的光明新希望」募款活動，協助一萬個失明孩子重見光明。因而全省家樂福賣場義賣奧比斯飛機撲滿，用以籌募兒童失明防治及治療經費。義賣商品「輪轉飛機」的存錢撲滿，不但設計精美，而且投下錢幣時還會發出飛機起降的聲音，象徵為全球唯一一架奧比斯眼科飛行醫院加油，讓它沒有牽掛的飛到世界各地，救助全球需要幫助的失明孩子！

TIP * 什麼是奧比斯眼科飛行醫院？

奧比斯眼科飛行醫院是全球訪盲治盲行動的核心，以一架DC-10飛機改裝成醫療教學設施，它載著25位奧比斯醫療隊員以及一群義務醫生，飛往多個發展中國家進行眼科醫療手術，並且培訓當地眼科醫護專家。歡迎上網，以實際行動拯救失明兒童：
<http://www.orbis.org.tw/bins/index.asp>

A Bright Future for 10000 Kids

Do you have any idea of about 1500 children lost their sight every day? It means there is one child losing his sight every one minute! In average, there are about 3000 kids harmed their eyes because of the injuries of their eyeballs in Taiwan every year. If you have no idea about the answers of the above questions, the only thing you have to keep in mind is that 75% (about 1 million) of the 1.4 million blind children could be saved from being blind or visually impaired when giving appropriate medication or early involving in public health.

In order to let more blind children obtain the chances to restore their sight and grow up healthily, Carrefour Cultural and Educational Foundation and ORBIS Foundation started a charity selling activity named "New hope for blind kids" to help 10000 blind kids to restore their sights. We held a charity bazaar of ORBIS Foundation plane piggy banks to collect funds for preventing losing sight and medical fee. The charity sell product, plane piggy bank, is delicate and will sound like planes taking off when you insert the coins, which means cheers for the only one ORBIS Flying Eye Hospital in the world. Let it fly to every corner of the world to save the blind children who need assistance without any burden!

TIP * What is the Orbis Flying Eye Hospital?

At the heart of the sight saving work is the ORBIS Flying Eye Hospital, a DC-10 aircraft converted in to a state-of-the-art teaching facility. This unique aircraft travels to developing countries where the 25-member ORBIS medical team and visiting volunteer doctors perform surgeries with a keen focus on training local eye care professionals from the host country. You're welcomed to visit our website and eliminate avoidable blindness around the world with us in real actions:

<http://www.orbis.org.tw/bins/index.asp>



• 奧比斯飛行醫院專門醫院 DC-10
The Orbis Flying Eye Hospital DC-10



• 書獃家薛志強與其父親、母親、妹妹及導盲犬歐文
出版「世界我睇日」記者會。歐文致力保護的書獃家
Hual family, Xue Zhu-qiang and his father, mother, sister, and
guide dog awarded press conference to witness the
publication of goodnight.

愛心為油 溫情燃燒

家樂福舉辦了一萬個孩子的光明新希望」的義賣活動，從9月到12月的奧比斯眼科飛行醫院來台為止，為協助一萬個失明孩子而努力。只要購買奧比斯飛機撲滿，即可幫助一位開發中國家的失明兒童重見美麗世界。

家樂福文教基金會，特別選在北、中、南的家樂福賣場舉行週末巡迴義賣活動，分別邀請統一獅球員黃甘霖、王傳家與曾頌誠等職棒明星以及知名作家吳淡如等人到場簽名義賣；另外全國孝行獎的小得主-薛主翔也受邀參與，大方分享視障一家人的生活點滴，當訓練有素的導盲犬-歐文出現時，現場擠滿了愛心不落後的人群，讓薛主翔全家行然成為活動焦點，也造成薛主翔的新書「我是爸爸的照相機」的熱烈搶購。

為了鼓勵病友克服自身障礙，也邀請大明藝術家與創作者義賣創作，呼籲大眾共同參與義賣活動，所得全部

用於全球兒童失明防治經費，有人選擇撥滿存滿之愛心的錢幣再捐回，因此獲得登上眼科飛機醫院觀摩的機會，讓全台巡迴義賣的愛心燃燒，溫暖了整個冬季。

Fly with the Gasoline of Love and Light the Fire of Humanness

Carrefour held the charity bazaar named "New hope for 10000 blind kids" from September until December when the ORBIS Flying Eye Hospital arrives to make efforts to help 10000 children with preventable blindness. You could help one blind kid to see the beautiful world by purchasing the ORBIS plane piggy banks.

Carrefour Cultural and Educational Foundation arranged 16 circularly charity sells at Carrefour around Taiwan. We invited baseball players of the Uni-Lion baseball team, Huang Gan-Lin, Wang Chuan-Jin and Tseng Yi-Cheng and the famous author, Wu Dan-Ru to sign and support our charity sell. Besides, the winner of the National Piety Award, Xue Zhu Xiang, was invited to share the domesticity of his family. When his well-trained guide dog appeared, there were so crowded with caring people that the Xue's family became the focus of the activity, the public also rushed to buy his new book "I'm the camera of my parents".



• 推出奧比斯飛機撲滿義賣
Launch piggy banks with Orbis at Carrefour
Gift Store.



• 知名作家吳淡如與同場作家可以將義賣活動畫一的心力
Famous writer, Wu, Wu-tsun to Carrefour
Gift store for charity, and also greatly
supported the activity.



• 全國孝行獎小得主-薛主翔與書獃家成員
主演家-黃甘霖與中華職棒隊教練曾頌誠
Special guests, Xue Zhu Xiang (piety award
winner), Huang Gan-Lin (baseball coach) and
Carrefour Gift Store and culture work team by
New.

陪抗癌鬥士泰瑞法克斯一起跑

Run with the Cancer Fighter-Terry Fox



家樂福文教基金會執行長王中三、臺北市政府社會局長川、加拿大駐台北經濟貿易辦事處處長、香港醫藥管理局台北辦事處處長與自來水公司總經理。

Carrefour Cultural and Educational Executive Chief Alan Tso, Taipei City Deputy Mayor Yeh Guang-chuan, Canadian Trade Office in Taipei/London Member, Taipei American School Principal and Chang Gung Memorial Hospital Taiwan Branch Vice Chairman conceptual efforts to consistently advocate international charity events and help participants.

一年一度、已邁入第十一屆的「台北泰瑞法克斯慈善路跑賽」，是為了癌症研究籌募經費且廣受國際重視的慈善路跑活動，二十多年前罹患癌症卻不屈不撓的加拿大青年泰瑞法克斯，開始了用義肢橫跨加拿大的抗癌之旅，雖然他最終還是離開了這個世界，然而他的用跑步來為更多的癌症病友籌募基金的理念不但鼓舞了全球，也在台灣落地生根，過去十年來數以萬計的台灣朋友在台北、高雄以及台中陸續開跑後，也募集了近三千萬的癌症研究基金，累計至今全球共有50餘國舉辦泰瑞的慈善路跑活動，已經超過130萬人參加，而在全球眾多國家城市之中，今年臺北市的募款所得排行第七，參與人數排名第九，可稱得上是為善不落人後。

泰瑞法克斯的抗癌精神與對生命熱情，感動了全球民眾，也感動了家樂福文教基金會，他為公益犧牲奉獻的精神，更是和家樂福文教基金會長期以回饋社會為己任的中心理念不謀而合，因此家樂福文教基金會除了精神層面支持

之外，也提供物質上的實際贊助，希望透過這個活動，喚起大家對防治癌症的重視，同時延續泰瑞關懷生命的精神。

Taipei's 11th Annual Terry Fox Run was a charity jogging that's respected by the international for raising the fund for the research of cancer. There was a Canadian young man named Terry Fox started his journey against cancer by his artificial limbs tirelessly. Although he left the world finally, but his concepts of fund-raising for more cancer patients by jogging inspired the whole world and affected Taiwan as well. Thousands of people in Taiwan jogged in Taipei, Kaohsiung and Taichung one after another and collected almost 30 million dollars research fund for cancer. So far, there are over 50 countries held Terry Fox Charity Run and over 1.3 million people joined in the activity. The fund collected in Taipei ranked 7th and the attendees ranked 9th among all these cities which held the charity run, it's really doing a good deed.

The spirits of fighting the cancer and the passion of life of Terry Fox touch all the people worldwide and Carrefour Cultural and Educational Foundation as well. His sacrifice happens to agree completely with the concepts of the responsibility of feedback for the society of Carrefour Cultural and Educational Foundation. Therefore, Carrefour Cultural and Educational Foundation corresponds the Terry Fox Run with the spiritual and material support, we want to arouse the respect for the prevention of cancer and last the spirit of concerning for life of Terry Fox through this activity.



已經連續舉辦11年的台北泰瑞法克斯慈善路跑賽，今年參與人數共4031人，其中外籍人數達500多人。

Taipei's 11th annual Terry Fox Run involved more than 4000 people including of 500 foreigners to join this road run.



• 家樂福提供醫療器材有參與者地帶。除此之外，除此之外，還提供物資以及讓家不能跑者一個休息的站點
Carrefour sponsored 3 hospitals for lucky draw. In addition, Carrefour also sponsored water and medical water to runners for use.



• 家樂福文化教育基金會執行長與台北市副市長齊聚一堂為善舉法共新舉會誌謝典禮
Taipei City Government Deputy Mayor King Po-ting with Carrefour Cultural and Educational Executive Director Alan Yeh lift a shot together for the Terry Fox Run.

善心 不落人後

家樂福文教基金會自1998年開始贊助台灣區運以後，自此無論在哪一種大型的體育盛事中，都可以看到積極參與的身影，對於這一項備受國際矚目的慈善路跑活動，向來盡力支持體育及愛心慈善活動的家樂福，當然更不能缺席。

家樂福文教基金會除了在物質上的提供帳棚、水和橫彩獎品，讓參加路跑的民眾有休息遮陽的地方，也讓每位參賽選手能快樂的抱大獎回家；也特別鼓勵公司員工，親自參加路跑活動，期盼透過實際參與的贊助行動，讓這項有意義的活動在台灣延續下去。

當天，大家不約而同的起個大早，有的攜家帶眷，有些推著搖籃中的小寶貝出席，當民眾一起奮力向前之時，心中都能感受到一股暖流，一起跟著泰瑞法克斯的腳步，同心協力跑向關懷生命、光明美好的明日。

TIP * 抗癌鬥士 泰瑞法克斯

泰瑞法克斯為加拿大人，原是前途美好的運動選手，卻因骨癌切除右腿，治療期間發現許多人為癌症所苦，於是決定以長跑募款，在1980年4月12日展開橫越加拿大的希望之旅。經過143天，每天26英哩的馬拉松後，癌細胞侵蝕使他不得不終止，享年22歲。

Good Deeds to Others

Carrefour Cultural and Educational Foundation has sponsored the Taiwan Area Games since 1998 and we have participated in every great sport events afterwards. Carrefour Cultural and Educational Foundation, as the efforts it has made to sponsor for sports and charities, certainly will not be absent from this international eye-catch charity run.

Carrefour Cultural and Educational Foundation offered tents, waters and raffle souvenirs for the attendants to have a place to take a rest and take the awards home happily. We also encourage our employees to join in the run to list this meaningful activity through the engagement. Every attendant woke up early that day, some brought all the families to run and some attendants run with their baby buggies. When they ran forward, everyone could feel the warmth in their hearts to run together to the life-caring bright future with Terry Fox's steps.

TIP * The Fighter against Cancer - Terry Fox

Terry Fox, a Canadian who was an active teenager involved in many sports, was diagnosed with bone cancer and forced to have his right leg amputated. While in hospital, Terry was so overcome by the suffering of other cancer patients that he decided to run across Canada to raise money for cancer research and started his Marathon of Hope on April 12, 1980. After 143 days and 26 miles a day, Terry was forced to stop running because cancer had appeared in his lungs. Terry passed away at age 22.



• 臺北市政府副市長齊聚一堂為善舉法共新舉會誌謝典禮
Taipei City Government Deputy Mayor King Po-ting presented an award to Carrefour Cultural and Educational Foundation in recognition of its support.



體育

Sport Series 發展

為了鼓舞這個城市的健康律動，
我們致力投入全民的休閒活動，
無論是為了健康名譽而跑，還是為了公益慈善而奔波，
不管是健走活動、馬拉松比賽、龍舟競賽的大小賽事，
我們以熱情的參與及聲嘶力竭的加油聲，
努力將台灣的運動精神推廣至國際舞台。

為了營造一種家家幸福又快樂的感動，
我們把健康當成基本元素，
添加了休閒、親子、趣味、關懷弱勢的重要書料，
以實際行動鼓勵大家，踏出愛自己的第一步，
我們帶著人力物資的支援一同上路，大聲喊出「
健康生活、快樂運動，才是幸福的泉源！
因為我們關心的不只是台灣體育發展，也關心
全民的健康，
該闖全家大手牽小手，一起朝著健康、快樂動
起來吧。」

To encourage the healthy rhythm for this city, we dedicated ourselves to promoting the leisure activities for the public. No matter we're running for the health or rushing for the charities, no matter it's walking, marathon or dragon boat race, we work hard to promote the sportsmanship of Taiwan to the whole world with our enthusiastic participation and shouting ourselves hoarse.

In order to build the impression of joy and happiness in every family, we take healthy as the basic element and add the important spicers of leisure, family, fun and care for minorities to encourage everyone to love himself as the first step for loving others. We brought our backup resources, staffs and materials, to speak out loudly with "Healthy Life and joyful sports are the sources of happiness!"

As we're concerning about the health of the public other than the sports development in Taiwan, let's move happily towards health with our hands holding together!





山海共遊的**金石馬拉松**

The Jin Shi International Marathon with
Mountain View and Seascape



2005年金石國際馬拉松賽，從金山青年活動中心開跑，地點選在風景區，並在春光明媚的四月天舉辦，是最舒服、景色精緻，會讓人上癮的比賽。台北縣代理縣長林錫耀表示：「金石國際馬拉松在春暖花開的季節舉辦，參賽者可隨著浪濤的節奏、伴著青山的呼吸一起前進，如此海光山色無可比擬。」

家樂福文教基金會為了配合台北縣政府落實「運動人口倍增計畫」的理念，率先響應，除了贊助本次活動，並且提供活動所有的紀念運動衫、選手號碼布等物資，同時號召員工組隊參加達成「千人共響應 金石恆久遠」的目標，以實際行動鼓勵大眾為健康而跑。此外，本次馬拉松結合觀光與運動，特別規劃具有意義的啦啦隊競賽、走春及金包里老街藝術節等周邊活動，讓不跑步的人也可同樂。家樂福也熱情召集上百名員工親友組成啦啦隊，鼓勵全家人走出戶外，享受運動帶來的淋漓盡致。

今年賽事有中琉文化經濟協會、琉球華僑總會的參與，日本地球長跑協會也派出一百六十選手參加，將北台灣的山海自然景觀推向國際，更期許金石馬拉松可以提高國際的能見度，在世界體壇舞台上發光發亮。

The 2005 Jin Shi International Marathon is located at the Jin-Shan Youth Center scenic area in April which the weather was fine spring and the scenery was so pretty that the runners would be addicted to. The acting Taipei County Magistrate Lin Xi-yao said, "The Jin Shi International Marathon held in such a warm season with flowers blossoming, the runners

could run with the tempo of waves and the breeze from the blue mountain. The scenery is incomparable."

Carrefour Cultural and Educational Foundation sponsored the marathon in order to cope with the idea of "Double the Sporting Population" made by Taipei County Government. Except sponsoring the marathon and offered all the memorial T-shirts and runner code cloths, we also called on our employees to group a team to join the race to accomplish the goal of "Thousands join to last the Jin Shi forever" and encouraged the public to run for health. Furthermore, the marathon was designed to gather tourists and sports including the activities of cheer leading competition, spring walking and the Jinbaili Historic Street art festival to entertain those who're not here for jogging. Carrefour also called on hundreds of employees' families to group a cheer leading to encourage the whole families to walk outdoors and enjoy the fun together.

With the enrollment of Sino-Ryukyuan Cultural & Economic Association Ryukyu Office and the Overseas China Association of Ryukyu Islands, the Japan Run The Planet Community also sent 160 runners to join the marathon and promoted the natural scenery of northern Taiwan to the international. We expect the Jin Shi International Marathon could help to raise its visibility in the international and to shine on the stage of the world's sports.



• 家樂福員工用熱情洋溢的舞姿歡慶馬拉松選手勇闖千裡
Carrefour has a cheer squad to fuel players for persistent runners.



• 此次活動共吸引超過 6000 人參加，場面壯觀。
This activity attracts more than 6000 people to participate and is pretty spectacular.



• 主辦機構特別請了前世界台北縣代理總領事甘國雄、台北縣代理總領事林國雄、台北縣代理總領事陳國雄。
Carrefour South Regional Manager Giles PYYON and Taipei County Magistrate Lin Xi-jan shout off the contestant.

千人共響應 金石恆久遠

值得一提的是，由於獎金提高吸引國內外一流選手參加，有來自日本、比利時、捷克、波蘭、肯亞及俄羅斯等國際知名選手同場競技，參賽水準也創下歷年最高，參加人數更突破六千人。全程組男、女冠軍分別由國際好手比利時的Rik Coulemans和俄羅斯的莉莉亞拿下，國內選手胡秀英則獲得第三名，表現不俗。

休閒觀光組是最受歡迎的路跑，出現許多政治人物與運動明星。立委蕭美琴就獻出了個人長跑的處女秀，還有職棒米樹銘、王俊仁與職籃邱宗志、邱啟益等選手也齊聚一堂拼高下，但是最令人注目的莫過於啦啦隊競賽了。由於主辦單位台北縣政府大手筆的投下近30萬元總獎金，果然讓不少優秀隊伍「聞金」前來。家樂福文教基金會為了提振選手士氣，特別召集公司內同仁組成的啦啦隊伍，以青春洋溢的活力和熱情引爆現場氣氛，在陽光下火紅的勁裝和塗抹在臉上的家樂福標誌，格外搶眼，最後揮舞著隊旗與海風共飄揚的一幕，獲得觀眾的喝采。

家樂福文教基金會特別呼籲民眾，愛惜金石國際拉松路線上的一景一物，在追求個人的身心健康時，也保護大自然的環境，讓金石馬拉松一年又一年的舉辦，讓美景一年比一年的動人。

Thousands Join to Last the Jin Shi Forever

As the prize was raised, it attracted the best national and international runners from Japan, Belgium, Czech, Poland, Kenya and Russia to join the marathon, and it reached the highest level over the years, the number of attendants even exceeded 6000. The male championship goes to the Rik Coulemans from Belgium and the female goes to Lilia of Russia, Hu Xiu-ying of Taiwan performs pretty well and finishes third in the race.

The leisure and sight seeing team is the most famous run which attracts many politicians and athletes. The legislator Hsiao Mei-chia dedicated her virgin run, the professional baseball player Chu Wei-ming and Wang Jun-ren and the professional basketball player Chin Zong-shi and Chin Qi-yi also run in the race, but the most remarkable is the cheer squad competition. As the host of the marathon, the Taipei County Government had offered almost 300 thousand dollars as the total prize for the marathon, many outstanding teams joined the run for the prize. Carrefour Cultural and Educational Foundation called up their staffs to gather a cheer leading to chin-up the atmosphere with youthfulness and passions. Their red dresses shine under the sun and the Carrefour logo painted on their faces was extraordinarily attractive. The scene that they were waving the team flags and dancing with the sea breeze got the applauds of the audiences.

Carrefour Cultural and Educational Foundation appeals to the public to treasure each scenery of the marathon route. Let's protect the nature when we're looking for our own health, let the Jin Shi International Marathon hold and the beautiful scenery gets premier year after year.



• 啦啦隊比賽中情勢激烈，多人注目。
There are lots of eyes to the cheer squad contest which are very eye-catching.



• 國內好手許玉潔獲女子組半程第一。
The outstanding Taiwan runner, Hu Xiu-ying, won the champion in the women's half-marathon race.



• 此次參賽水準創下歷年最高，比利時冠軍，俄羅斯亞冠。
The standard of this race is the highest over the years, a Belgian won the champion in the men's race and a Russian got the champion in the female's race.

愛上水漾的台北端午節

Fall in Love with the Pretty Dragon Boat Festival Night in Taipei

同舟共濟的精神

備受矚目的臺北國際龍舟錦標賽，在端午佳節前搶先展開，在台北市長馬英九的帶領下，家樂福和體育學院共同擊戰鼓，並且搭配原住民豪情的舞蹈表演掀開序幕。遠逢臺灣唯一奉祀「水仙尊王-屈原」的屈原宮建醮，遵循古禮進行點睛、水路祭江的儀式，可說是百年來首見的盛典。家樂福台灣區總經理吳偉生表示：「親自為龍舟點睛和實際參與習俗的活動，讓我獲益良多，不但直接和民衆互動，也深入了解在地文化。」

家樂福文教基金會不但捐贈象徵文化承傳的龍舟來提倡端午划舟的傳統活動，還獲台北市政府的邀請成為唯一一支與台北市政府首長隊競賽的贊助隊伍。大家都是第一次拿船槳的處女秀，特別排除高難的抽空練習，比賽時更卯足了勁，岸邊親友團的加油聲更是輸人不輸陣。最後，第一名由遠道而來的日本那霸市隊奪得，家樂福隊得到第二名，台北市政府首長隊得到第三名。

本次活動的特色是參賽隊伍多，共有110隊參加，包括美、日、加、南非、港等八支國外隊伍，共同體驗划龍舟的樂趣；賽事外特別結合雄黃彩繪，民俗技藝等藝文活動，吸引更多友邦組隊參加，也讓異國朋友更了解傳統民俗文化，共享佳節團圓的喜悅。

Show the Mutual Concern of the People in the Same Boat

The high-profile 2005 Taipei International Dragon Race Championship started before the Dragon Boat Festival. Carrefour hits the war drum with the Taipei Physical Education College under the lead of Mayor Ma Ying-jeou with the dancing performance of the aborigines. The race was held during the sacrifice ceremony of the only Qu Yuan Temple which worships Qu Yuan- "The Holy Narcissus King" in Taiwan, we held the largest worship ceremony in almost one hundred years to draw the eyes for the dragon boats and worshipped the river before the race. Carrefour General Manager Marc OLRSIN said, "I've learned a lot from drawing eyes for the dragon boats and joining in the ceremony through interaction with the public and realization of the folk customs."

Carrefour Cultural and Educational Foundation not only donated the dragon boats which mean the circulation of traditional culture to promote the traditional Dragon boating activity, was also honored to be invited as the only sponsor team to join in the race with Taipei City Government Team. As we all attended the boating race for the first time, we spared as much time as we could to practice boating. Our friends and families did their utmost to cheer for us on the riversides as we were driving away at boating. The Naha City team from Japan won the champion of the race; and Carrefour became the number two, and Taipei City Government Team became the number three in the race.

The characteristic of the dragon race is that there were as many as 110 teams joining in the race, including American, Japan, Canada, South Africa and Hong Kong to experience the fun of boating. There also were lots of art and cultural activities such as realgar painting to attract more foreigner friends to join and to understand more about Taiwan's traditional folk customs and to enjoy the fun of the Dragon Boat Festival.



家樂福台灣區總經理吳偉生與台北市首長馬英九一起為龍舟點睛儀式。
Carrefour General Manager Marc OLRSIN was invited to draw the eyes of the dragon boat with Taipei City Mayor Ma Ying-jeou.

聲光蕩漾的端午節

2005年龍舟大會適逢週末，因此特別安排了豐富有趣的園遊攤位，如「端午龍粽」、「香包製作」、「趣味童玩」、「養生體健服務」和「有獎民俗闖關」等，非常適合全家大小同樂，更安排千人包粽活動，粽子全部致贈給社福機構，分享節慶中的團聚歡愉。

晚會以「水岸夜舞慶端陽」為主題，首度在夜間舉辦開幕。活動重頭戲則是水舞的光雕裝飾，晚會活動則在透過噴泉區的大型水幕區同步播放的同時，亦展現出結合水舞的精采聲光效果，將大佳河濱公園越夜越美麗的夜景盡收眼底，也讓上千名觀眾如醉如癡。

透過大佳河濱公園的「端午龍舟嘉年華」，顯現出創新的端午龍舟活動，不但讓民眾體驗與眾不同的慶祝方式，也傳承了優良文化傳統，而家樂福文教基金會有幸參與其中，共同推廣同舟共濟的社群意義，並與市民享受一場動靜皆宜，聲光並濟的佳節饗宴！

The Dragon Boat Festival Night Party Full of Music and Fun Activities

As 2005 Taipei International Dragon Race Championship was held at weekends, we especially arranged plenty of interesting fair stands like "the Steamed Rice Dumpling", "Sachet Making", "Amusing Folk Games", "Services to Keep Good Health" and "Awarded Folklore Games" for the families to have fun together. We also arranged the activity of wrapping the steamed rice dumpling for thousands of people and donated all the dumplings to the social welfare organizations for sharing the joy of reunion in the Dragon Boat Festival.

They also held a night party named "Celebrating the Dragon Boat Festival with Night Dancing at the Riverside", it's the first one inaugurated at night. The significant show of the night party was the water dance decorated by the lighting. The night party activities were broadcasted through a large screen in the spring area and joined with the music and lighting effects of the water dance to illuminate the Dajia Riverside Park so pretty and attracts thousands of people.

The Dragon Boat Festival held at the Dajia Riverside Park reveals the revolutionary new Dragon boat activity. It not only let the public experiencing the different to celebrate the festival but also transfer the superior traditional culture. Carrefour Cultural and Educational Foundation is lucky to be involved and promote the true meaning of "In the Same Boat", we did enjoy an amusing festival party with all the citizens!



家樂福台灣區總經理陳生髮剪綵，為龍舟賽
五洲開幕
Carrefour General Manager Mike Chen cut the
red ribbon and opened the dragon boat race.



家樂福贊助林姓福同興賽艇，讓今年端午節增添多元文化交誼的意義，最後家樂福隊成績為第二名。

Carrefour was invited to join in the performance race of the dragon boat to add the meaning of culture exchange to the Dragon Boat Festival and won the runner-up in the race.

活力紓壓，走出憂鬱

Release the Stress and Walking out from Bluesness



為了鼓勵憂鬱症患者及慢性病患走出戶外，家樂福文教基金會與希望基金會共同舉辦「走出憂鬱邁向健康」的活動，藉由健走運動中簡單的肢體律動，從抬頭挺胸、邁開腳步、擺動雙臂等，一步一步的達到放鬆身體，接著用眼用耳，看天看地聽十方，一點一點的紓解心情，走出陰霾，重建信心與自我價值。

路線從圓山公園出發，到美術公園再返回原點，風和日麗的天氣，讓3公里健走活動變成一種享受，現場隨時可聽到吆喝的提醒聲：「要擺動雙臂，一定要舉高喔」，或者「大聲拍手，要前後拍手輕」，每個人都非常投入，十分認真。現場還有趣好玩的活力紓壓的闖關遊戲。「大聲公大挑戰」，是以大聲公用力喊出「我愛運動、我愛健康」，藉由吶喊也讓憂鬱一併拋開。

健康，並非一蹴可及，也非金錢可交換，家樂福文教基金會透過活動，呼籲各界正視憂鬱症，以正確的概念瞭解憂鬱病患，讓每個人養成運動習慣，遠離疾病，降低自殺率。

Carrefour Cultural and Educational Foundation and Hope Foundation held the "2005 No Melancholy-Energetic Decompression Walking" activity to encourage the melancholic and the chronic disease patients to walk outdoors through the simple movement of the limbs. They were taught how to relax their body from chin up and chest out, stepping out and waving arms step by step. They were lead how to make good use of their eyes and ears to observe and listen to the earth carefully and soften their mind by accepting everything little by little to walk out from the shadow and rebuild their confidence and self-acceptance.

They started walking from the Yuan Shan Park and turned back from the Taipei Artistic Park. The sunny weather with breeze made 3 kilometers walking became one kind of enjoyment. You could hear the notice about "Wave your arms and make sure they're high enough!" or "Clap forward and backwards louder!" once in a while and everyone was so concentrated in practicing. There were also several interesting games which could help them release their stress. "Loudness Challenge" is what you can shout "I love sports, I love health!" loudly with megaphone to throw your bluesness away via yelling.

One cannot achieve healthy in a short time or to exchange health with money, Carrefour Cultural and Educational Foundation appealed to the public to confront the effects brought by melancholia through the activity. Understanding the melancholic in a right concept, let everyone forms the habit of exercise to get rid of illness and reduce the ratio of suicide.

「健」康大步「走」 Lope Healthily

家樂福文教基金會一直認為「健康生活、快樂運動」才是家庭幸福的泉源，進而與希望基金會共同舉辦「台北水岸萬步健走」活動，讓市民一同加入流行全球的健走運動，為健康大步走，同時認識自己的美麗城市，熟悉身邊的優質運動環境。

一系列台北水岸萬步健走活動，分別在三、六、九、十月份假日舉行；地點則是台北市政府已完成的運動休閒腳踏車道，民眾可自行選擇方便或偏愛的景點，如關渡水岸自然公園、大稻埕碼頭、木柵河濱公園等。這些環繞台北市河岸的步道，不僅呈現大都會與河川秀麗的優美，更是提供一家人運動休閒的好去處。

本次活動特別邀請日本「萬步博士」波多野義郎來台，提倡健走好處的無盡弗屈；舞台下則是由希望基金會董事長—紀政，帶領大家一同邁出健康的步伐。家樂福文教基金會為了照顧每位運動者的健康，細心的準備礦泉水和帳棚，讓參加者可以迅速補充流失的水分，休憩時可以有遮陽的舒適空間。

除了健走運動之外，現場還有調劑身心的娛樂表演，民眾興高采烈的在園遊會參加健康宣導、諮詢、檢測，還可以拿獎品回家，讓市民度過健康一百、快樂滿點的假日。

Carrefour Cultural and Educational Foundation always regards "Healthy Life and Joyful Sports" as the resource of family happiness, so we and Hope Foundation held the "Million Steps Walking along Taipei River's Bank" to invite the citizens to join the fashion walking sports and lope healthily and understand the beautiful city with the high quality sports environment.

A series of the million steps walking activities were held in the holidays of March, June, September and August at the Taipei's riverside bike lanes. Everyone could choose a convenient route or favored spots as Guandu Nature Park, Dadoucheng Wharf and the Mucha Riverside Park. Those paths surrounding Taipei's riverside not only reveals the pretty of the city and the river but also are great places for families to exercise and enjoy their leisure time.

We invited Yoshiro Hatano, Doctor of Million Steps Walking, from Japan to promote the advantages of walking and Hope Foundation director-general Chi Zheng lead us walking healthily. In order to take care of every walker, Carrefour Cultural and Educational Foundation prepared mineral waters and tents thoughtfully for the walkers to supply their lost water rapidly and a comfortable space for them to take a rest.

There were also entertaining performances except walking that day, the attendants join in the health propganda in the fairn happily with some prizes to take home, everyone had a healthy and happy holiday!



• 健走的元年！在希望基金會董事長紀政與台北市副市長黃清雄的帶領下邁出健康的第一步

The first step, Hope Foundation director-general Chi Zheng and Taipei City Deputy Mayor King Pei-wang led the public to take first pace of the health.



• 家樂福以行動中關懷全民健康活動，我們提供充足的礦泉水，讓參加者可以迅速補充水分
Carrefour sponsored the mineral water to players in order to quench their thirst.

力與美的峽谷馬拉松

Marathon in the George with Power and Beauty

舉世無雙的峽谷馬拉松

鬼斧神工的太魯閣，是台灣人引以為傲的天然觀光資源，花蓮縣政府與太魯閣國家公園管理處自2000年共同舉辦的太魯閣國際馬拉松，為台灣寫下全球唯一的峽谷馬拉松紀錄，也是全世界最美的馬拉松路程，以看不盡的峻山秀水、瑰麗景緻為號召，多年以來已獲得國內外選手青睞，躍登國際馬拉松舞台；而每年更是吸引了無數愛好跑步的朋友們，一起徜徉在風景秀麗之中。

今年馬拉松首次移師到台九線省道上舉辦，增添了花蓮特有的田野風光，不但可瀏覽三面蒼山環繞、原住民重要史跡的布洛灣，也可在美麗的鳳凰林隧道中流連忘返，奔馳在一片綠意綿延的秀麗山脈，因此吸引近一萬人響應這一場結合運動與觀光產業的盛事，也吸引了電視頻道ESPN全球轉播，將太魯閣國際馬拉松推向國際舞台，也讓全世界人民認識花蓮的太魯閣峽谷。

家樂福文教基金會一向對體育活動十分關心，同時也非常注重環保議題，今年受邀贊助這一項盛大的國際路跑賽事，更是全力投入。我們強調：「希望所有的人都能一起愛護太魯閣的好山好水，除了汗水，什麼都不要留下；除了歡笑，什麼都不要帶走，讓太魯閣一直保有那傲視全球的美景。」

The One-of-a-kind Marathon in the George

The amazing Taroko Gorge is a unique natural ecosystem that Taiwanese are proud of. The Taroko International Marathon was held by Hualien County Government and Taroko National Park Administration since 2000 which is the one-of-a-kind marathon in the gorge and the prettiest marathon route in the whole world. It is famous of its steep peaks, brooks and beautiful scenery and is favored to the marathon runners worldwide and appealed to the international marathon field. It attracts numerous runners to jog in the gorgeous scenery.

The marathon route is moved to the Taiwan Provincial Highway No.9 with the special field scenery of Hualien. You could see the Bulawuan surrounded by green mountains which is an important relic of the aborigine. You could also wonder in the pretty corridor made by flame trees and run among these green hills. Therefore, it attracted almost 10000 people to attend this festival joined with sports and tourism and the ESPN to broadcast globally, which introduced the Taroko International Marathon and the Taroko Gorge to the international.

Carefour Cultural and Educational Foundation always cares so much about the sports that it devoted to such a grand international marathon race. As we said: "Let's hope that everyone looks after the beautiful scenery of Taroko together. Let's leave nothing but our sweat and bring nothing, let Taroko possess its fascinating scenery forever."



●馬拉松選手們在賽前
在賽跑中，經由國道九
線所建立的峽谷美景
The marathon runners
started running in the
forest and enjoyed the
amazing Taroko Gorge
scenery.



▲ 家樂福北東區總經理蔡文和(左二)與內政部體育委員會主任委員陳金鐘(左一)、花蓮縣縣長謝深山、花蓮縣國家公園管理處處長黃文卿、中華奧會總幹事黃漢升(左三)及多位選手與領隊合影。

Carrefour Taipei-South Regional Manager Owen COUJIA, Director of Administration Dept. of Construction and Planning Agency, Ministry of Interior, Chen Guang-jong, Director of Nat. Dep. of National Council on Physical Fitness and Sports, Zhang Feng-Peng, Mayor of Hualien County Government, Xie Sheng-shan, Director of Administration Dept. of Taroko National Park, Huang Wen-cheng, and Director of Taipei Road Running Ass., Peng Feng, et al. together for a shot for commemoration.

與健康相吻 與路跑戀愛

家樂福文教基金會為推動全民運動，讓大眾體會健康大於財富的好處，鼓勵民眾參與路跑、保持健康生活。從積極的身體帶動積極的心態，共同「動」出人生的樂趣，因而贊助並且組隊參加太魯閣國際馬拉松賽。

沿途上，隨處可見奮力奔馳的家樂福同仁和頂著大太陽揮舞加油旗幟的啦啦隊員，上百名員工在太魯閣的峻山激水的陪伴下，共同體驗健康的喜悅而樂此不疲。這正是家樂福企業對員工的另一項要求-健康管理，讓每個人擁有良好的體魄，在運動過程中訓練毅力，身體力行後將運動的優點推廣給身邊親友。

太魯閣的美景與路跑的魅力，同時吸引來自肯亞、摩洛哥、俄羅斯及中國大陸等世界各地的菁英好手，一起和全台各地的民眾加入路跑的行列。有的老伴在身旁陪看峽谷日出，也有的夫妻愜意地推著嬰兒車參加，連寵物都跟主人撒嬌滾熱鬧。而為了服務所有的參賽者，家樂福花蓮店也全體動員，沿途設立補給站，補足盪手的水分與元氣，以高度熱情支持每位參賽者跑向下一段路途，也跑出自己美好的人生，使得太魯閣馬拉松不但是美景上獨一無二的路跑，也是回憶中永生難忘的路跑。

Let's Kiss with our Health and Fall in Love with Jogging

In order to promote sports to the entire people and let the public know that health is more important than wealth, Carrefour Cultural and Educational Foundation encourages the public to join in jogging to keep your health and bring out the fun of "moving" life with an constructive attitude by corresponding and make up a team to join the Taroko International marathon.

You could see staffs of Carrefour running so hard with their cheer squad waving flags under the burning sun along the marathon route. Hundreds of Carrefour's employee experienced the joy of health by the accompany of Taroko's green hills and clear brooks, which is another request by the Carrefour to their employees, manage their own health for everyone to have a healthy life and a strong will from sporting, hoping them would put it into practice and spread the advantage out to their families and friends.

The pretty scenery and charming of jogging attracts runners from Kenya, Morocco, Mainland China and people from other countries to join in the marathon with Taiwan runners. Some couples went to the gorge to watch the sunrise, others push their baby strollers to join the race, even their pets were there for jogging with their owners. To service all the attendees, Carrefour HL Store gathered all their staffs to set supply stations along the way to serve waters and energy for the runners and support them to run towards the next station and their wonderful life. It makes the International Taroko Marathon the unique marathon for it beautiful scenery and an unforgettable one in their life.



▲ 太魯閣的峽谷山水，吸引數萬名跑者和好手參與。

The amazing Taroko Gorge scenery attracts about ten thousands of marathon runners to join in the race.

董事會組織

Organization Chart



董事長/高清憲
Chen Jian CAO
★ Chairman of Uni-President Enterprises Corp.

董事 Board Of Directors



• 林義雄
James C.S. LIAW
★ C.E.O. of Uni-President Enterprises Corp.



• 申學庸
Hsiao-Yung SHEN
★ Former Chairman of Council for Cultural Affairs



• 廖曉民
Hsiao-Min LIAW
★ Founder and Artistic Director of Cloud Gate Dance Theatre



• 奧爾生
Marc OURSEN
★ Corporate General Manager



• 桑-芳恩華·布內
Jean-Francois BRUNET
★ Corporate Finance Manager



• 顧飛亞
Charles GOUYELA
★ Corporate Taipei-South Regional Manager



• 田中玉
Alan TIEN
★ Foundation Executive Chief



• 紀皮
Cheng CHI
★ President of Hsiao Cultural and Educational Foundation



• 陳利玉
Lily CHERN
★ Senior Partner of BAKER & MCKENZIE Attorneys at Law



• 孫意福
David SUN
★ Corporate I.R. Staff Manager

家樂福文教基金會2006活動看板 Carrefour Foundation 2006 Event Planning

活動名稱 Activity	時間 Date	地點 Place
2006IAU世界盃超級馬拉松 2006IAU 24 hours World Challenge	2/25-2/26	台北市 Taipei City
台北縣區域活動 Taipei County Regional Event	3	台北縣 Taipei County
兒童健康節拾月 Children's Health Month	4	台北市, 台中市, 高雄市 Taipei, Taichung, Kaohsiung
婦女健康嘉年華 Female Health Month	5/6	台北市 Taipei City
家樂福一日義工活動 Carrefour One day Volunteer	6	全省 Nationwide
家樂福暑期夏令營 Carrefour Summer Camp	7/8, 7/22	全省 Nationwide
台北市區域活動 Taipei City Regional Event	8	台北市 Taipei City
桃竹苗區域活動 Tao-Chu-Miao Regional Event	9	桃園市 Taoyuan
兒童新樂園 Children New Paradise	9-12	全省 Nationwide
中區區域活動 Central Regional Event	10	台中市 Taichung
第十二屆泰瑞法克斯慈善路跑 The 12th Annual Terry Fox Charity Road Run	10	台北市, 台中市, 高雄市 Taipei, Taichung, Kaohsiung
南區區域活動 South Regional Event	11	高雄市 Kaohsiung
太魯閣國際馬拉松 Taroko International Marathon	11/4	花蓮縣 Hualien
為癌症兒童籌集禮物活動 Collected Christmas Gifts for Cancered Children	12	全省 Nationwide



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活動名稱 Activity	時間 Date	地點 Place
分享溫暖・愛心開始 Carefree Hugs Elders with Love Charity	1/20-4/10	全國 Nationwide
兩位經文義賣活動 South Asia Bookings Sale	1/30	台北市 Taipei City
書博藝術巡迴 Carefree Street Exhibition	3/17-13/30	全國 Nationwide
新造藝術之美-個個有約 The Beauty of Their Time	2/18-3/26	台北市 Taipei City
友善城市・擁護體貼 Trans-oriented Campaign to be Barrier-Free	3/23-3/31	全國 Nationwide
台北真印像-黃子欣攝影展 Taipei Deep Breathing- Dark Burning	3/18	台北市 Taipei City
台北水沖萬步健走 Milton Steps Walking Along Taipei's River Bank	3/20	台北市 Taipei City
金石開得勇扛松 2005 Jia-Ski International Marathon	4/10	台北縣 Taipei County
亞洲藝術巡迴賽 2005 Action Asia Circus	5/1	台北縣 Taipei County
國際人壽藝術展覽 2005 Kao Hsu Life Art	5/15	台北市 Taipei City
愛與關懷保甲 Carefree Environmental Protection Month	6/1-6/30	全國 Nationwide
台北水沖萬步健走 Milton Steps Walking Along Taipei's River Bank	6/4	台北市 Taipei City
國際奧林匹克免費游泳教學上民衆 2005 International Olympic Long Term Swimming Course	6/18	台北縣 Taipei County
臺北國際龍舟錦標賽 2005 Taipei International Dragon Boat Championship	6/29-6/30	台北市 Taipei City
Open Book 舉人服務推廣部 "Open Book" Staff-User Library	7/22	台北市 Taipei City
親子活力夏令營-家庭可樂營 2005 Summer Camp-Carefree Family Day	7/23, 8/6	全國 Nationwide
台北國際的聲望-攝影藝術大賽 2005 Taipei Arts Ceremony-Flip Hop Street Dance Contest	7/24	台北縣 Taipei County
七夕戀戀河自樂季 Luo River Music Concert	8/2-8/14	高雄縣 Kaohsiung
走出憂鬱・邁向健康-活力伸展健走 2005 No Melancholy-Energetic Decompression Walking	8/27	台北市 Taipei City
基隆河濱彩繪比賽 The Riverbank Painting Competition	8/27	台北市 Taipei City
家樂福兒童新樂園 Carefree Children New Paradise	9/14-12/07	全國 Nationwide
馬祖全台中秋晚會 Mao-Ansien Festival Exciting Party in Taichung	9/18	台中市 Taichung
台北城市運動博覽會 2005 Taipei Bowling Regatta Championship	9/23-9/25	台北市 Taipei City
台北水沖萬步健走 Milton Steps Walking Along Taipei's River Bank	9/24	台北市 Taipei City
家樂福-萬個孩子的父親新希望 2005 Charity Softing in Carefree for 10,000 kids whose bright future	10/14-11/19	全國 Nationwide
太極舞韻傳揚抗松 2005 Taichu International Marathon	11/5	花蓮 Hualien
台北麥根法克斯慈善義演 2005 Taipei's 11th Annual Terry Fox Run	11/13	台北市 Taipei City
為台灣祈福-家家快樂幸福・點點希望之光 Pray for Taiwan, for Cancer Children to Light the Hope Tree Up	11/13	台北市 Taipei City
2005 第一次董事會(第四屆第一次) The 1st Board Meeting of 2005	12/5	台北市 Taipei City

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家樂福文教基金會獲頒文星獎第七屆又製成「企鵝」
Carrefour received Bronze Trophy in the 7th Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
家樂福畫廊藝術巡迴展 Carrefour Art Gallery	1-18	全省家樂福商場 All Carrefour Stores
2004金石國際馬拉松 2004 Jinshi International Marathon	4	台北 Taipei
家樂福服裝季-萬件次衣換季慈善活動 Carrefour Clothes Charity Sale	4	台北 Taipei
贊助第七屆國際華人壽星活動賽 Sponsor the 7th Kua Hsiu-sun-er Ga. Road Running	4	台北 Taipei
愛心紅包-送衣到泰國 Send Red Pks of Love to Northern Thailand	6	台北 Taipei
家樂福路上行用腳踏車前導騎行活動 Carrefour Skating Activity	6	台北 Taipei
八月環保月-美化新世代護國會 Environmental Protection Month	8	台中、高雄 Taichung, Kaohsiung
家樂福一日義工活動 Carrefour One Day Volunteer	4	全省家樂福 All Carrefour Stores
家樂福第一隻親子活刀夏令營 Carrefour Summer Camp	7-8	全省商場 All Carrefour Stores
2004台北國際龍舟錦標賽 2004 Taipei International Dragon Race Championship	6	台北 Taipei
贊助2004國際奧林匹克海洋節 Sponsor 2004 International Olympics Ocean Carnival	6	台北 Taipei
贊助11屆安泰台北國際馬拉松賽 Sponsor Taipei International Marathon	8-9	台中、高雄 Taichung, Kaohsiung
七二水災-流民生活物資救濟 The Floods of July 2 2004-Disaster Relief Supplies to Nantou	7	南投 Nantou
愛在北投藝術季開幕 Love in Beitou Art Kae Festival	10	台北 Taipei
台北縣七門國際節 Taipei County International Kuo Festival	10	台北 Taipei
水岸光影慶雙十-家樂福國際雙十慶典 Celebration of Double-Double Youth Evening Party	10	高雄 Kaohsiung
又有飛災-送愛包捐水到災除 Typhoon Alley-Disaster Water to Taiwan	9	板橋 Taoyuan
第十屆華語活克斯慈善路跑 The 10th Annual Terry Fox Charity Road Run	10	台北 Taipei
贊助百萬步全球健步活動 Sponsor Million Steps of Fun-Trekking	7-10	全國 Nationwide
走出憂鬱-邁向健康-活力行健健走 2005 No Melancholy-Energic Decompressive Walking	4/27	台北市 Taipei City
福林區史巴丹潭環湖馬拉松暨萬人健行嘉年华 Olympic San Miron Lake Marathon and Trekking Carnival	11	南投 Nantou

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活動名稱 Activity	時間 Date	地點 Place
家樂福暖-合黨人生-愛心義賣會 Carrefour Winer's Charity Donation	1/18	台北 Taipei
家樂福兒童藝術季-畫境藝術展 Art Exhibition in Carrefour Store	3-11	全省家樂福商場 All Carrefour Stores
家樂福兒童藝術季-開心畫年華 Carrefour Children Art Festival	3/29, 3/30	全省家樂福商場 All Carrefour Stores

活動名稱 Activity	時間 Date	地點 Place
家鄉志願愛心捐書 Carrefour Winter's Charity Donation	5	全省 Nationwide
92年全國賽-金山馬拉松 2002 National Athletic Meet-Gold Mountain Marathon	4/20	台北縣 Taipei County
原文與母親節活動 Guan's Column and Mother's Day Greeting Activity	5	全省家樂福商場 All Carrefour Stores
家樂福暑期夏令營 Carrefour Summer Camps	7.8	全省家樂福商場 All Carrefour Stores
家樂福中秋聯歡餐會 Carrefour Moon Festival Art Banquet	9	高雄 Kaohsiung
第七屆家樂福兒童繪畫比賽 The 7th Annual Carrefour Children Drawing Festival	9-11	台北 Taipei
92年全國賽活動 2002 National Athletic Meet	10	台北縣 Taipei County
2002台北國際馬拉松 2002 Taipei International Marathon	11/30	台北 Taipei
家樂福聖誕節慶會 Carrefour X'mas Charity Activity	12/25	台北 Taipei

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活動名稱 Activity	時間 Date	地點 Place
丹陽省全省巡迴展 Terengganu Warior Exhibition Tours	1-13	家樂福全省商場 All Carrefour Store
贊助民政廳 - 大馬路與公園公園及遠東成豐環保慈善年華活動 Sponsored Tera Mau Lang-Sin Park Hoopon	1/19	台北 Taipei
贊助第九屆台北青少年海山杯國際攝影攝影大賽 Sponsored Taipei International Youth Chopin Photo Contest	2	全省 Nationwide
贊助世界旅遊展 - 國際家園活動 Sponsored World Vision Taiwan-Sweet Home Activity	3/7	台北 Taipei
母親節系列活動 - 家樂福【我的母親卡】兒童手工活動 The 1st Board Meeting of 2002 Printing, Keelung	4/1-5/12	基隆 Keelung
100週年第一次董事會(第三屆第一次) The 1st Board Meeting of 2002	4/29	屏東墾丁 Pingtung, Keelung
家樂福藝術餐會-胡蝶舞公演-南橋河夜 Carrefour Art Banquet - Ma Hui-Yan Folk Opera	4/21	台北縣土城市民中心禮堂 Taipei, Ta-Chow
母親節系列活動 - 關懷專情媽媽 - 安全使用電話 Mother's Day Activities Series - Sponsorship for School Guidance Mothers	5	全省 Nationwide
台北市社康部 - 大學中/小學親子溝通心活動 Department Of Social Welfare, Taipei City Government	5/12	台北 Taipei
中二高透通車系列活動 - 跨越在無縫的軌道 the Pulse Between Cities, Pre-activities of Second Grand Highway Opening	5	南投 Nan-Tao
母親節系列活動 - 第五屆夏日英文 - 徵求媽媽信 Mother's Day Activities Series - The 5th Summer Essay Contest - Mothers' Essay Collection	5	全省 Nationwide
國華人壽節節電競賽活動-健康向前 Kuo-Hua Life Road Running	5/19	台北 Taipei
2002長距離馬拉松賽看海上長泳大會 Long Distance Swimming of Taiwan Olympics in Hsu-Chien	5/24	屏東墾丁 Pingtung, Keelung
家樂福關懷環保系列活動 - 環保健康展 Carrefour Care The Earth Activities Series - Recycle Squares Exhibition	6/1-4/30	全省家樂福16家商場 Carrefour 16 Stores
2002家樂福關懷環保系列活動 - 6/5世界環境日淨灘淨山淨校園活動 Carrefour Care the Earth Activities Series - 6/5 Cleaning Day	6/5	全省家樂福所在社區 Nationwide
2002家樂福關懷環保系列活動 - 家樂福國際森林匹克賽 Carrefour Care the Earth Activities Series - Olympic Day Run	6/9	台北 Taipei
家樂福科學環保夏令營 Carrefour Science & Environmental Protection Summer Camps	7/31& 10,11/31	全省 Nationwide
第六屆家樂福兒童繪畫比賽 - 彩繪盞盞童年 The 6th Annual Carrefour Children Drawing - Kix Painting Festival	9/15	台北縣新莊市立體育場 Taipei
家樂福中秋聯歡餐會 - 藝人陣前演出 Carrefour Moon Festival Art Banquet - U Theatre Performer	9/21	台中新市政中心禮堂 Taichung

活動名稱 Activity	時間 Date	地點 Place
協辦台北縣石門國際龍舟節 Co-organized 2002 Taipei County Shimen International Kite Festival	9/28-9/29	台北縣石門鄉 Taipei, Shimen
贊助台北福利聯合會「社團相親家親親活動」 Sponsored Community in Connection-Love in Family, Taipei Benefit United	9/28	台北 Taipei
贊助士林區樂舞團「喜慶過大年」全家樂 Sponsored Tien-Miao-Lang-Sou Ji Family Festival	10/3	台北 Taipei
第六屆家樂繪畫生比賽「幸福萬事萬年華」 The 6th Annual Careerfour Children Drawing - Kite Painting Festival	10/28	台中國立自然科學博物館 Taichung
2002台北國際馬拉松 2002 Taipei International Marathon	11/3	台北 Taipei
第六屆家樂繪畫展覽會 - 幸福萬事萬年華 The 6th Annual Careerfour Children Drawing - Kite Painting Festival	11/9	高雄科學工藝博物館 Kaohsiung
2002第二次董事會(第三次第二次) The 2nd Board Meeting of 2002	11/12	台北 Taipei

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家樂職工聯誼會獲頒文建會第五屆文藝獎「世情」
Careerfour received Gold Trophy in the 5th Annual Wen-Hsin Award

活動名稱 Activity	時間 Date	地點 Place
贊助新知文化事業「白雲紅花滿世界」讀書活動 Sponsored "Centaurus Discover World" held by New Knowledge Co.	1/24-3/30	全國 Nationwide
第六屆家樂輔導「精門服務」徵信服務組 The 6th Annual Tax Guidance Service	2-3	全國家樂服務處 All Careerfour Stores
贊助新世紀愛的慶典 Sponsored New Century Love Fair	2/25	台北 Taipei
贊助九歌出版集團「城市龍傳說」 Sponsored Song Song Song Theme "The Legend of the City God"	3/7-6/10	全國 Nationwide
設立基金會彩票燈箱 Careerfour Foundation Light Box Established	3	全國家樂服務處 All Careerfour Stores
贊助台南歌仔中心 Careerfour Art Banquet - Min-Hua Yuan Folk Opera	3/12	台南 Tainan
贊助北東地區高等學校運動 Sponsored East Region Senior High School Athletic Meet	3	花蓮 Hualien
贊助花蓮師範大學 Sponsored Children Music Festival	3/29-4/4	全國 Nationwide
贊助中華民族青少年籃球協會 Sponsored China Youth Basketball Association	4	全國 Nationwide
贊助東華大學學校運動會 Sponsored Daugwea University Athletic Meet	5	花蓮 Hualien
2001第一次董事會(第二次第五次) The 1st Board Meeting of 2001	5/3	台北 Taipei
第四屆夏日英文活動 - 新生的喜悅 The 4th Summer Essay Contest - The Joy of Birth/Rebirth	6	全國 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
家樂運動樂家夏季營 Careerfour Summer Camps	7/8, 7/12, 8/13	全國 Nationwide
贊助高雄縣政府「一幣之力」活動 Sponsored KMH 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	7/28	台北 Taipei
100萬圓藝術展「進入詩的演出」 2001 Careerfour Art Banquet - U Theatre Performance	8/25	高雄文化中心 The Kaohsiung Culture Center
日月潭空軍迎風營 Terracotta Warrior Exhibition Tours	7-12	全國家樂服務處 All Careerfour Stores
第五屆家樂繪畫生比賽「萬物生機伴年華」 The 5th Annual Careerfour Children Drawing Festival	10-11	台北、台中、台南、高雄 Taipei, Taichung, Tainan, Kaohsiung
贊助90全國運動會選手之夜 Sponsored Taiwan Athletic Meet Night Concert	10/22	高雄 Kaohsiung

活動名稱 Activity	時間 Date	地點 Place
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 Women & Child Protection Association	11/8	台北 Taipei
2001第二次董事會(第二屆第六次) The 2nd Board Meeting of 2001	12/11	台北 Taipei
友誼編髮展老公公來了~聖誕禮物贈送 Carrefour Santa Claus is Coming --- Christmas Gifts Giving	12/24-12/25	全國 Nationwide

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友誼編髮基金會獲頒文建會第四屆文藝獎“金鐘”
Carrefour received Gold Trophy in the 4th Annual Win-Hsin Award

活動名稱 Activity	時間 Date	地點 Place
贊助海峽兩岸「根之網」系列活動之少年-兒童書法繪畫大賽 Sponsored Two Strait Youth and Childrens Hand Writing Contest	1	桃園 Tao Yuan
中華舞龍賽 Mia Hwa Yuan Folk Opera	1/15	彰化 Chang Hua
贊助2000「千禧祈福萬人迷」元宵燈會 Sponsored 2000 Lantern Festival	2/15-2/19	台北 Taipei
第五屆家康獎「換行線昇」控煙諮詢服務 The 5th Annual Tax Consulting Service	3	全國 Nationwide
贊助中華民國大型活動緊急救護協會聯誼會 Sponsored Disaster Rescue Conference	4	台北 Taipei
2000第一次聯誼會(第二屆第二次) Taiwan Old Fashion Art Joint Exhibition	4/25	台北-高雄 Taipei-Kaohsing
「台灣古早味」全省畫作聯展 Taiwan Old Fashion Art Joint Exhibition	5/27-6/27	台北-高雄 Taipei-Kaohsing
「現代世紀」全省畫作聯展 Modern Art Joint Exhibition	5/27-6/27	台中 Taichung
贊助第三屆保單人壽保險展覽 Sponsored Kao Tai Insurance Co. Road Bazing	5/28	台北 Taipei
贊助警察節犯罪預防宣導聯誼活動 Sponsored Crime Prevention Festival	6/10	台北 Taipei
贊助第六屆水鏡杯夏季馬拉松暨精神精英挑戰賽 Sponsored Shijr Road Running	6/18	台北 Taipei
第二屆夏日英文活動 - 社區家康獎 The 2nd Summer Hour Contest - Community Housekeeper	7-8	全國 Nationwide
贊助創世基金會「愛心慢跑」 Sponsored Charity Road Running	7/16	台北 Taipei
古蹟養生親子遊 Historic Site Drawing Tours	7/3-8/20	全國各級水庫風景區鄉村社區 All Carrefour Sites
中華舞龍舞獅賽 Mia Hwa Yuan Jazz Folk Opera	8/5	南投 Nan-Tsu
贊助台灣縣2000年成人禮 - 貴仕禮村營 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, Ranzgenic, Sport, Taipei Road Running	8/26	台北 Taipei
中華奧運隊卡士 2000 Olympic Team Cheering Cards	8-9	全國 Nationwide
第五屆家康獎林氏克園杯路跑活動 The 5th Annual Carrefour Olympic International Road Running	9/3	台北 Taipei
「創世聯合」體育獎紀念餐會 As Cheering Athlete in the world-C. K. Yang Lunch Meeting	9/6	台北 Taipei
贊助兒童劇團親子遊 Sponsored Children Theatre Tours	9-12	全國 Nationwide

活動名稱 Activity	時間 Date	地點 Place
輔仁會慶暨國慶 Sponsored Prof. Cheng-Yun CHIH Reveal	10/8	台北 Taipei
南澳沙律船隊海上競賽 Sponsored Sulu Sulu Typhoon Flood in Ship	11	台北 Taipei
輔創第六屆亞太聾人運動會開幕典禮 Sponsored the 6th Annual Asia-Pacific Deaf People Athletic Meet	11/4	台北 Taipei
第四屆「希望」愛華醫院生壽節華慶 The 4th Annual Hope "C" Carefour Children Drawing Festival	11	台北、台中、高雄 Taipei, Taichung, Kaohsiung
輔創太極國際國際馬拉松活動 Sponsored Tai Lo Kao 2000 International Marathon	11/24	花蓮 Hualien
2000年二次董事會(第二屆第四次) The 2nd Board Meeting of 2000	11/29	台北 Taipei
輔創消防救護隊大專名活動 Sponsored Rescue Dog Naming by Fire Fighting Bureau	12/6	台北 Taipei
第四屆愛華醫院生壽節華慶頒獎典禮 The 4th Annual Carefour Children Drawing Festival Awarding	12/10	台北三峽國家樂器 Carefour Sun Chiang State
家樂福國際三甲味 - 精華國語世紀劇社 - 武松打虎 Carefour Folklore Carnival - Mia Hua Yuan Peking Opera	12/23	台中 Taichung
輔創奧運世紀、滑輪溜冰 極限城市激進年華 Sponsored Cross Century Ice - Line Skating Carnival	12/24	高雄 Kaohsiung

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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」
Carefour received Special Trophy and Gold Trophy to the 3rd Annual Wen Hsin Award
家樂福文教基金會獲頒血液協會20週年特設貢獻獎
Carefour Foundation received Outstanding Contribution Award from Blood Donation Association

活動名稱 Activity	時間 Date	地點 Place
輔創1998聖誕年慶嘉年華 Sponsored 1998 Christmas Festival	1/8	新營 Hsin Ying
超時99 - 奧藝國學青春演唱會 Overtake 1999, Beauty Artistic Youth Dream Youth Concert	1/16	花蓮 Hualien
第四屆家樂福「精打精算」家庭學校服務頒獎 The 4th Annual Tin Counseling Service	3/27-3/6	全國華裔服務獎 All Carefour States
輔創花蓮國際石雕藝術節 Sponsored National Stone Sculpture Festival	3/21-4/18	花蓮 Hualien
人體雕塑變身變 Composered the human-figure creative sculpture competition	3-4/4	全國 Nationwide
輔創國際性棍大獎 Carefour International Ultimate Frisbee Tournament	3/13, 2/14	台北 Taipei
1999年一次董事會(第二屆第一次) The 1st Board Meeting of 1999	3/17	台北 Taipei
輔創「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
校園網路視訊新聞攝影賽 The First Annual Internet Visual Broadcasting Competition	4-5	全省 Nationwide
輔創高捷份仔全國反毒會議 Sponsored 1999 National Anti-Drug Conference	4	高雄 Kaohsiung
輔創關山竹文化節 Sponsored Ping Shan Cultural Festival	4/10	高雄 Kaohsiung
輔創99年臺灣中華學校運動會 Sponsored The High School Athletic Meet	4/15-4/19	高雄 Kaohsiung
邁向新世界青春演唱會 Embark on the New World Youth Concert	4/17	台北大佳河濱公園 Ta-Chia River Park
輔創國際華文聖誕文藝基金會 Sponsored Single Parents Cultural and Educational Foundation	4	台北 Taipei
輔創九九之愛、親子體操嘉年華活動 Sponsored Love 99, Parents and Children Gymnastics Festival	5/8	台中 Taichung
輔創台灣法蘭西松代表演隊 Sponsored Taiwan Affiliates to participate 1998/9 Super Marathon	5/15	法國 France
「家家有本不一樣的書」出版 Every Family Has It's Own Story Book Published	5	全省 Nationwide

活動名稱 Activity	時間 Date	地點 Place
贊助「隔世九九·龍行天下」萬人選擇紙糊水活動 Sponsored Ten Thousand People In-Lia Staring Parade	5/20	高雄 Kaohsiung
贊助金慶賀開演—浮世情兩百年 Sponsored Prof. Ching-Yun CHN Recital	5/20	台北國家劇院 Taipei National Theatre
第三屆家鄉紙糊水畫家創意寫生v.s. 布偶秀 The 3rd Annual Caricature Puppet Show vs. Drawing Contest	5-6	新竹、高雄 Hsinchu, Kaohsiung
贊助「易致強社區公益社主辦大馬路慈善路跑活動」 Sponsored Olympics Charity Road Running	6/12	國父紀念館 Sun Yi-San Memorial Hall
贊助99兒童節親子活動 Sponsored 1999 Children's Day Festival	7-9	新竹 Hsin Chu
夏日英文活動—我的偶像年代 Summer Story Essay Contest My Idol Worshipping Years	7-8	全省 Nationwide
贊助「蘭」兒童創作畫戶外写生比賽 Sponsored Children Drawing Contest	8	國立中正文化中心 CKS Memorial Hall
苗栗歌仔戲演出—講義天下 Mia Hsa Years Folk Opera	8/14	嘉義 Chiayi
典當情人節—世紀大挑戰 True Love Challenge Activity	8/15	台北三重溪板橋橋 Taipei City Cao Square
921大地震賑災 921 Earthquake Relief	9/21	台中、南投 Taichung, Nantou
贊助雲門舞集青春舞團 Sponsored Cloud Gate Dance Theater	8-11	高雄 Kaohsiung
1999第二次董事會（第二屆第二次） The 2nd Board Meeting of 1999	11/22	台北 Taipei
921苗栗歌仔戲慈善義演—松柏行虎 921 Mia Hsa Years Folk Opera Charity Performance	11/28	高雄 Kaohsiung
921苗栗歌仔戲慈善義演—梨園盛景 921 Mia Hsa Years Folk Opera Charity Performance	12/11	台北三重溪板橋橋 Taipei, Sao Chang
921苗栗歌仔戲慈善義演 Mia Hsa Years Jute Folk Opera	12/18	台北淡江大學 Taipei Tam Hsia MRT Station
贊助第一屆全國運動會青少年夜演晚會 Sponsored the 1st Annual National Athlete Night Concert	12/26	桃園 Taoyuan

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家鄉福文藝基金會獲頒立達書畫第二屆文藝獎“金獎”
Carrefour received Gold Trophy in the 2nd Annual Wen Hsin Award

活動名稱 Activity	時間 Date	地點 Place
家鄉福文藝基金會網站設立 Carrefour Foundation Web Site Established	1	全省 Nationwide
我愛我家台北捷運車站藝文展 I Love My Family Taipei MRT Art Gallery	2/20-5/31	台北 Taipei
海峽兩岸海峽交流會活動 Backto Program Mini Youth Show	2/9-2/21	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「憶思舞香」最新人類舞蹈大舞 Sponsored Barbara Youth New Generation Dance Contest	2/14-2/21	台北 Taipei
第三屆家鄉福“橫行紙糊”紙藝諮詢服務 The 3rd Annual Tao Consulting Service	2/24-22, 20, 3/1	全省 Nationwide
贊助金慶賀開演 Sponsored Prof. Ching-Yun CHN Recital	3	國家音樂廳 National Musical Hall
贊助全國大專院校社團開口比賽 Sponsored the Campus Public Award	3/15-5/30	台北 Taipei
贊助「我露21世紀—跨世紀跨世紀暨聯誼夜演晚會」 Sponsored to Welcome the Opening 21st Century Concert	3/21-4/25	屏東 Ping Yang
新休閒主義—關懷青少年兒童活動會 New Recreational/Proposal Youth Concert	4/4	台中 Taichung
贊助「舞出青春·樂在工作」 Sponsored Show Youth, Enjoyed Year Works	5/23	高雄 Kaohsiung
第二屆家鄉福創意寫生v.s. 戲樂布偶秀 The 2nd Annual Caricature Puppet Show vs. Drawing Contest	5-5	台北、高雄 Taipei, Kaohsiung

活動名稱 Activity	時間 Date	地點 Place
明華團體活動團康巴士 - 濟公法舞 Ma Hwa Yuan Folk Opera	5/20	中壢 Chang Li
新休闢土第 - 國際青少年白雲舞會 New Recreational Proposal Youth Concert	6/13	台北 Taipei
蘇格蘭家庭機構 - 巧克力義賣所得 Chocolate Charity Sale	6/13	台北 Taipei
夏季探親日團文 - 家家有本不一樣的書 Summer Story Book Contest - Every Family Has It's Own Story	6/1-7/15	全國 Nationwide
贊助台中市出團三對三門球活動 Sponsored 3 on 3 Youth Basketball Contest	6/7	台中 Taichung
1998典會探訪 - 遊歷崎嶇環山探訪活動 1998 Youth Path-In-Line Skiing Around Taiwan Island and Formed in a Dragon	7/31-6/2	全省 - 台北 Nationwide
豪華推銷運動 Carrollair Road Donations Movement	8/15-8/23	全國 Nationwide
贊助法國巴黎藝術節音樂會 Sponsored France Quarter de Paris Performance	9/29/10	台北 - 桃園 Taipei, Tao Yuan
[1998第二次董事會 (第一屆第五次)] 2nd Board Meeting of 1998	9/8	台北 Taipei
新休闢土第 - 第三屆家庭福台北國際房展運動 New Recreational Proposal- The 3rd Annual Carrollair International Real Estate	9/20	台北 Taipei
圓來月圓圓 - 中秋戶外舞土舞樂會 Bring the Moon Festival Into Concert	10/5	台北 Taipei
贊助蘇格蘭少年三對三籃球賽 Sponsored 3 on 3 Youth Basketball Contest	10/10	桃園 Tao Yuan
贊助「耶穌基督降山」畫展 The Good Mountains An Exhibition	10/10-10/25	香港維多利亞廣場 Carrollair Ho Chi Star
明華團體活動團康巴士法舞 - 新華儀 - 靜了山傳奇 Ma Hwa Yuan Folk Opera	10/27	新豐 Hsin Ying
贊助老人銀髮表演大會 Sponsored Modern Old People	10/30	台中 Taichung
贊助1998台灣藝展 Sponsored 1998 Artistic Meet	9/1-10/31	台灣 Taiwan
贊助「東北角那項古蹟和野徑」 Sponsored Traveling Historic Trail Cross-Country Race	11/1	宜蘭 Yi Land
贊助1998台北國際華人保齡球賽 Sponsored 1998 International Dual People Bowling Contest	11	台北 Taipei
明華團體活動團康巴士 - 濟公法舞 Ma Hwa Yuan Folk Opera	12	五甲 Wu Chia

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嘉樂福文教基金會獲頒文建會第一屆文藝獎“銅獎”
Carrollair 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“媽打總舞”家庭影視諮詢服務 The 2nd Annual Tin Consulting Service	2/22.2/23.3/1,3/2	全國家樂福廣場 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	1/20-2/19	台中家樂福大學廣場 Carrollair Ta Hsu Store
[1997第一次董事會 (第一屆第二次)] The 1st Board Meeting of 1997	2/26	台北 Taipei
“從影像中讀台灣音樂史”台灣音樂史照片展 Study of Taiwanese Music History Through Photo Collections	2/24-3/15	高雄家樂福愛河廣場 Carrollair Love River Store
第一屆家樂福小童家庭畫比賽 vs 兒童市競秀 The 1st Annual Carrollair Children Drawing Contest vs. Paper Show	4	台北、高雄 Taipei, Kaohsiung
“從影像中讀台灣音樂史”台灣音樂史照片展 Study of Taiwanese Music History Through Photo Collections	4/19-5/4	台南家樂福中正廣場 Carrollair Chung Cheng Store
家樂福小童家庭畫作品巡迴展 Your Exhibition of Carrollair's Junior Artistic Drawings	5/20-6/20	台北、高雄 Taipei, Kaohsiung
家樂福私廚烹飪比賽 Carrollair Cooking Contest	6/1-7/15	全國 Nationwide

活動名稱 Activity	時間 Date	地點 Place
家庭攝影與烹飪烹飪比賽 Final Contest of Carrefour Cooking Contest	7/26	新店家樂福愛河廣場 Carrefour Love River Store
第二屆「我愛我家」攝影比賽 The 2nd Annual "My Sweet Family" Photo Contest	6/20-9/15	全國 Nationwide
中華傳統音樂演奏_李請新展 Mix Hua Yuan Folk Opera	8	台北 Taipei
1997世界青年盃溜冰賽-首屆輪刀滑冰接力賽 1997 Youth Cup-Breaking the Record of Ice Skating and Skating Relay through Taiwan	8/14-2	全國 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
中華傳統音樂演奏_李請新展 Mix Hua Yuan Folk Opera	9	嘉義 Chiayi
家庭攝影與烹飪烹飪比賽 Carrefour Photo Exhibition MyHome	8/21-8/29	全國 Nationwide
中華傳統音樂演奏_八日傳奇 Mix Hua Yuan Folk Opera	10	屏東 Pingtung
為校慶活動-第二屆家樂福路跑活動 The 2nd Annual Carrefour Anti-Drug Road Race	10/30,10/31	台中-台北 Taichung, Taipei

1996年大事記 1996 Chronicle

活動名稱 Activity	時間 Date	地點 Place
家樂福文教基金會正式成立啟事 Carrefour Cultural and Educational Foundation was Formally Established	3	台北市 Taipei City
黃紅歌歌團「再世彼得王爺」聖誕慶典 Sponsor "Rebirth Peter's Kingdom"	3	全國 Nationwide
黃紅歌歌團「家莊藝文季」轉仁大學中文系戲劇演出 Sponsor Hua Cheng Cultural Season	3	台北縣 Taipei County
第一屆家樂福「情訂婚神」婚紗攝影展 The 1st Annual Tax Consulting Service	3/16-5/24	全國家樂福 Nationwide
"文化之聲" 中華傳統音樂演奏-劉全進展 Mix Hua Yuan Folk Opera	4/11	高雄 Kaohsiung
1996年第一輯雜誌出版 Publication of the 1st Volume of 1996 Brochure	4	全國 Nationwide
"溝通無界" 家庭系列講座I-新結婚運動 Process Moments Between Family Lecture I	5/3-6/11	全國六縣市文化中心 Nationwide
黃紅歌歌團「江山活動」 Sponsor Hua Cheng China Mountain Activity	6	台北縣 Taipei County
"溫馨與人生" 公益系列演講 "Wisdom and Life" Lecture	6	高雄 Kaohsiung
1996年第一屆董事會(第一屆第一次) The 1st Board Meeting of 1996	5/25	台北市 Taipei City
1996中華書畫展台北特展 1996 Chinese Chinese Painting Exhibition Taipei	5-6	全國 Nationwide
"我愛我家" 全國攝影比賽 My Sweet Family Photo Contest	6-9	全國 Nationwide
黃紅歌歌團「歡樂舞臺」活動 Sponsor Hua Cheng Da Yuan Stage Drama	7/20-12/31	台北縣 Taipei County
"邁向未來" 家庭電腦研習班 Stepping Towards Computer Class	7/20-12/31	桃園、屏東 Taoyuan, Pingtung
"溝通無界" 家庭系列講座II-情愛與婚 Process Moments Between Family Lecture II	8/4-8/10	全國六縣市文化中心 Nationwide
"防災思危" 家庭安全運動 Cautious Presentations Fire Fighting and First Aid	8/31-9/14	台北、台南 Taipei, Tainan
黃紅歌歌團「欣悅樂舞情」活動 Sponsor Hua Cheng Home Environment Protection	9	台北縣 Taipei County
黃紅歌歌團「國劇欣賞會」 Sponsor Taiwan Chinese Opera Presentation Association	9	台北 Taipei
黃紅歌歌團「家樂福歡樂中秋」親子繪畫及歌舞活動 Sponsor Home Festival Greeting Event	9	台北市 Taipei City
家庭攝影與烹飪烹飪比賽 Final Contest of Carrefour Cooking Contest	7/26	新店家樂福愛河廣場 Carrefour Love River Store
"溝通無界" 家庭系列講座III-首屆婚後生活 Process Moments Between Family Lecture III	11/3-11/8	全國六縣市文化中心 Nationwide
第一屆「為好家而運動」路跑活動 The 1st Annual Carrefour Road Race	11/10	台中 Taichung



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