

Proposal for a new family festival–Megafest

1. Introduction

According to the Hong Kong Family Foundation's tradition, there would be a new family festival annually. Last year, the 'Give Me A Hug' was held and they were a great success. Therefore, a new festival called 'Megafest' is proposed to make a contribution to continue this tradition.

2. Family activities

2.1 Flower market

Given that the festival would be held during winter, which coincides with the Lunar New Year holiday, it is suggested including a flower market named 'Blossoming Winter'. It is highly recommended including various game stalls, ranging from riddle solving to 'Design and Lion Dance'. It is noted that the 'Dragon and Lion Dance' would not be a show that is performed by professionals but a battle between families. Lion costumes with lighter materials than usual can be used so that even children can take part in the game. For each game, five families would be competing against one another. The family which is regarded as the most powerful and with the most complicated movement would win the game. As for the prize, a red pocket with a voucher of \$200 for purchasing the goods in the flower market would be given to the winning family. Therefore, alongside the basic elements of traditional flower markets such as selling flowers and mascots, games that require literature, logical deduction as well as exhilarating competition would be involved. Hence, the 'Blossoming Spring' is not a mere replica of the flower markets outside.

2.2 Mini Concert

It is believed that having a mini concert would create a festive vibe for the day. It is proposed that the famous artist Michael Do can be invited as the special guest. With his fame and flair in singing, more families would come to join our festival. Since the theme of the festival is to provide an opportunity for families to have a joyful day in Lunar New Year, the song list should include a wide range of songs celebrating the New Year and portraying the warmth of family.

3. Benefits for local families and visitors from overseas

Without doubt, local families can enjoy a festive moment and create indelible memories with their family members while celebrating Chinese New Year which is obviously the best way to spend the holiday for most people. Alongside the benefits for local families, the visitors from overseas would also be able to learn more about Chinese Culture. By participating in riddle-solving games, they could learn about Chinese literature through English subtitles displayed on the screen. On top of language, they can also experience the way of celebrations of Hong Kong families during Lunar New Year. Interacting more with tourists, local families can also deepen their understanding of different cultures.

4. Conclusion

Regarding the choice of venue, it is recommended choosing the sportsground in Wan Chai. Given its large capacity, it should be able to accommodate all the participants. Moreover, it is suggested that lowering the participation fee from \$100 to \$75 so that more people will join. This will in turn raise the amount of donation. It is earnestly hoped that our proposal be taken into consideration genuinely.

This proposal is prepared by Chris Wong.