

# FAMILY WE-TIME

## CAMPAIGN 2025

July-September

FAMILY PHOTO & COLORING FUN

Sponsored by:



賽馬會  
Jockey Club  
SMART Family-Link Project

Organiser:



Consortium of Institutes on  
Family in the Asian Region  
亞洲區家庭研究聯盟

Join the Photography and  
Coloring Campaign:  
Celebrate Family Bonds  
Together!

### Eligibility Criteria

- ▶ Family-based with 2 or more generations.
- ▶ Open to families in Asia.
- ▶ Each person can submit up to 5 works.

### How to Participate

#### For coloring:

Select and download one of the colouring sheets from our website, print it on an A4-sized paper (297x210 mm).

#### For photography and coloring:

Ensure your submissions align with the themes of New Technologies or Urbanisation & Migration.

Submit your original family photos or coloring works in JPEG, JPG, or PNG electronic format via our website.

**The Family We-time Campaign 2025**, organized by the Consortium of Institutes on Family in the Asian Region (CIFA), is sponsored by the Jockey Club SMART Family-Link Project, initiated and funded by The Hong Kong Jockey Club Charities Trust. We are excited to unite families through creative expression in this year's campaign. Participants are invited to submit family **photos or coloring works** focusing on two megatrends promulgated by the United Nations, **New Technologies** and **Urbanisation & Migration**.

The campaign aims to raise awareness of these two megatrends, encouraging families to positively face and tackle challenges to enhance family well-being. Themes may cover effective use of new technology, social inclusion, and building social networks, etc. Selected works will be featured in a creative collage in a Family We-time Online Gallery.

Scan the QR code  
for more details or visit  
<https://familywetime.com>



### Key Dates\*

Deadline for  
Submissions:

31 August 2025 (Sun)

Creative Collage  
Release:

Mid-September 2025

\*Check <https://familywetime.com>  
for latest confirmed dates.

Participants will receive an  
e-certificate as appreciation  
after works submission!

### Contact Us

✉ [info@familywetime.com](mailto:info@familywetime.com)  
☎ 852-9761 2297  
(WhatsApp Available)  
🌐 <https://familywetime.com>



# FAMILY WE-TIME

## 活動 2025

### 七月-九月

家庭攝影及填色樂趣

贊助：



賽馬會  
Jockey Club  
智家樂計劃  
SMART Family-Link Project

主辦機構：



Consortium of Institutes on  
Family in the Asian Region  
亞洲區家庭研究聯盟

齊來參加攝影與填色活動，  
一起慶祝家庭聯繫！

#### 參加資格

- ▶ 以家庭為單位，需涵蓋兩代或以上之親屬。
- ▶ 歡迎亞洲地區的家庭參加。
- ▶ 每個家庭最多可提交5份作品。

**The Family We-time 活動 2025** 由亞洲區家庭研究聯盟（CIFA）主辦。此活動以及其他一系列「賽馬會家庭服務專業發展項目」，由香港賽馬會慈善信託基金策劃及捐助的「賽馬會智家樂計劃」贊助舉行。

今年的活動將透過創意表達凝聚家庭。歡迎參加者提交以關注聯合國公佈的兩大趨勢，即「資訊科技發展」及「城市化及移民」為主題的家庭照片或填色作品。

活動旨在提高家庭對此兩大趨勢的關注，鼓勵家庭積極面對，並應對挑戰以提升家庭福祉。主題可包括有效使用科技、社會共容及建立社交網絡。獲選作品將於線上畫廊之創意拼貼畫展示。

#### 參與方式

##### 填色：

到活動網站選擇及下載其中一款填色紙，並列印在一張A4尺寸的紙上(297x210mm)。

##### 遞交攝影或填色作品：

請確保作品符合關注「資訊科技發展」或「城市化及移民」的主題。

透過活動網站提交原創家庭照片或填色作品，電子格式為JPEG、JPG或PNG。

立即掃描二維碼或瀏覽活動網站，  
以了解更多活動資訊：  
<https://familywetime.com>



#### 重要日期\*

提交截止：

二零二五年八月三十一日（星期日）

創意拼貼畫  
發布：

二零二五年九月中旬

\*請瀏覽活動網站確認最新日期。

參加者提交作品後將  
獲發感謝狀乙張！

#### 聯絡我們

✉ [info@familywetime.com](mailto:info@familywetime.com)

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(可用WhatsApp)

🌐 <https://familywetime.com>

