

“I Pledge” Campaign 10th Anniversary Music Carnival held

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The “I Pledge” Campaign 10th Anniversary Music Carnival, jointly organised by the Intellectual Property Department (IPD) and the Chinese YMCA of Hong Kong, and co-organised by Wholala Organization, was held at Victoria Park today (February 15).

The event, which is aimed to enhance public awareness of and respect for original music and intellectual property rights (IPRs), is one of the activities to celebrate the 10th anniversary of the “I Pledge” Campaign.

Officiating at the opening ceremony, the Acting Deputy Director of Intellectual Property, Ms Ada Leung, said, “Creativity and innovation are vital to the development of our society. We should all join hands to protect intellectual property so as to encourage creativity and innovation. We hope that all of us, in particular our young people, will give creativity a full play.”

Other officiating guests included representatives from the Chinese YMCA of Hong Kong, Wholala Organization, Social Welfare Department, Eastern District Council, Hong Kong Police, Composers and Authors Society of Hong Kong Limited, Hong Kong Recording Industry Alliance Limited and IFPI (Hong Kong Group) Limited.

Members of the public were allowed free admission to the music carnival, which featured programmes including live band performances, booth games and pop singer performances. In particular, the music marathon provided a chance for exchanges among 14 local youth bands in support of original music.

Local artistes and bands, including Hins Cheung, Vincy, Soler, Zarah, Mr., A-Day and Rednoon, participated and performed in the event to help promote awareness of IPR protection. They also shared their experiences in original music creation and appealed for support for the “I Pledge” Campaign.

Launched in 1999, the “I Pledge” Campaign has attracted over 9,000 members who pledge not to buy or use pirated or counterfeit goods and show respect for the IPR of others. The IPD revised the Charter of the “I Pledge” Campaign in April 2006 to include “against copyright infringement on the Internet” in the pledge list.

In the past years, the Campaign had organised a variety of activities for members, such as concert (2002), film shows (2003 & 2004), mini-concerts (2004 & 2005),

“Youth Ambassadors Against Internet Piracy Scheme” Inauguration and “I Pledge” Ceremony (2006), “I Pledge ·Youth Ambassadors” Party at Ocean Park (2007), and “I Pledge” Live Band Show (2007 & 2008).

Ends/Sunday, February 15, 2009

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