

Students Showcase Anti-Smoking WhatsApp Stickers and Comics at Latest “Art in MTR” Exhibition

The winning creations in the “Quit Smoking for Good’ 4-grid Comics Competition and ‘Smoke-free, Healthy and Happy’ WhatsApp Stickers Design Competition” will be on display at an “Art in MTR” exhibition at Sheung Wan and Sai Wan Ho stations from today (19 October 2021) until 9 January 2022 to bring home anti-smoking messages via the format of WhatsApp stickers and comics.

Organised by the Hong Kong Lung Foundation, the Hong Kong Thoracic Society and the CHEST Delegation Hong Kong and Macau, the competition aims to publicise the harm of traditional cigarettes and e-cigarettes to the public. “In a survey of primary and secondary students in 2020, around 36% of interviewees believed that e-cigarettes were less harmful than traditional cigarettes. In fact, both of them can harm our health,” said Dr Wong Wei-yin, Vice President of CHEST Delegation Hong Kong and Macau. “We hope that the quit-smoking messages can reach a wider population through such prevalent forms of communication,” Dr Wong added.

“Health is our greatest wealth. ‘Art in MTR’ is glad to host this exhibition to promote a smoke-free environment and the importance of a healthy lifestyle through the animated designs of our young students in lively formats,” said Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation.

MTR Corporation works with local and international artists to integrate art into stations by offering space at different MTR stations for art exhibitions under the “Art in MTR” programme to promote artistic talent and the public’s art appreciation. Interested artists and organisations may call the MTR Hotline at 2881 8888 for enquiry or submit their proposals to the Corporation.

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About MTR Corporation

Every day, MTR connects people and communities. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with more than 40 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 40,000 dedicated staff*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, the United Kingdom, Sweden, Australia and the Mainland of China. MTR strives to grow and connect communities for a better future.

For more information about MTR Corporation, please visit www.mtr.com.hk

*includes our subsidiaries and associates in Hong Kong and worldwide

About "Community Connect"

"Community Connect" is the Corporation's platform for initiatives that aims to support everyone from the young to the old while enhancing the liveability of our city. What all the programmes have in common is that they've been carefully developed to nurture the communities we serve, so that together we can grow and thrive in a sustainable Hong Kong. Specifically,

- We invest in young people as they are our customers, future leaders, innovators, and game changers – supporting their development is an investment in our communities' futures.
- We contribute to making cities more connected and vibrant through staff volunteering, and collaborating with NGOs and social enterprises to address evolving community needs.
- We enhance the travelling experience through integrating art into our station architecture and facilitating artists to stage their art-related activities or displays in our stations and malls.

Photo Captions:

1. Winning WhatsApp stickers and comics from a student design competition with the quit-smoking theme are now on display at an "Art in MTR" exhibition in Sheung Wan and Sai Wan Ho stations until 9 January 2022.



2. Lively WhatsApp stickers created by Miss Bernice Heung (Good Hope School) of Secondary School Group (top) and Ms Cheung Cho-shan of Public Group (bottom) deliver quit-smoking messages effortlessly. Members of the public who wish to download the WhatsApp stickers can visit the Facebook Page of the Hong Kong Thoracic Society.



3. "E-cigarette is trendy? No, quitting smoking is the trendiest thing!" – designed by Grace Lai (S.K.H. Yuen Chen Maun Chen Jubilee Primary School), Champion of the 4-grid Comics (Primary School Group) Competition.



"E-cigarette is as bad as the traditional cigarette. Stop smoking!" – designed by Cassie Wong (Cognitio College [Hong Kong]), Champion of the 4-grid Comics (Secondary School Group) Competition.

