

無煙推廣全面 惠及大眾

Multi-pronged promotion brings smoke-free shopping experiences

由南豐集團旗下的民亮發展有限公司所管理之葵涌廣場，鄰近葵芳港鐵站及繁忙的交通交匯處，人流如鯽，一直致力建立無煙的商場環境，並將無煙信息廣泛推廣至員工、外判商、租戶及顧客等。除了與員工及外判商簽署「零」煙承諾外，更提供場地設置「戒煙大贏家」活動招募攤位，並於商場內播放宣傳短片，以鼓勵吸煙的租戶及市民踏出戒煙第一步。管理層及同事更會透過whatsapp群組支持戒煙的同事，以增強其決心。此外，商場內設有「流動無煙宣傳車」及無煙資訊板，鼓勵大眾投入無煙生活。

Managed by Main Shine Development Limited, a subsidiary of Nan Fung Group, Kwai Chung Plaza is located at a busy transport interchange next to Kwai Fong MTR Station. The plaza is dedicated to provide smoke-free shopping experiences and spread smoke-free messages among its employees, contractors, tenants and customers. Apart from signing the smoke-free pledge with its staff and contractors, the plaza showed its commitment to smoke-free culture by providing venue to set up "Quit to Win" campaign recruitment booths to encourage smoking cessation. To strengthen smokers' determination to kick the habit, management set up an instant message group for co-workers to share quit tips and show their support. Smoke-free videos, promotion carts and exhibition boards were also launched at the plaza to raise public awareness.

南豐集團 - 民亮發展有限公司（葵涌廣場）

Nan Fung Group - Main Shine Development Limited (Kwai Chung Plaza)

* 「南豐集團」指南豐國際控股有限公司及其附屬公司。"Nan Fung Group" means Nan Fung International Holdings Limited and its subsidiaries.



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