



**[Immediate Release]**

**Official Kick-Off Ceremony of**  
**HKU Goes Green Monday**

The Official kick-off ceremony of **HKU Goes Green Monday** was held at the University of Hong Kong (HKU) campus on March 18. This means that starting from today, all ELEVEN catering outlets on HKU campus will be serving an extra benevolent vegetarian menu on Mondays. HKU is also the first tertiary education institution in Hong Kong to launch Green Monday on its campus.

**Dr. Albert Chau**, Dean of Student Affairs and Director of General Education of HKU, commenced the ceremony by stating that every occasion should be count as an educational opportunity for students. The restaurants on campus are not only places to “feed” the students, but a place for them to learn. By going Green Monday on Campus, they hope to promote the love for animal, as well as sustainability through students’ diet, and hope this will eventually not only happen on Monday but every day in students’ life.

**Mr. David Yeung**, Co-founder of Green Monday, then stated that “HKU Goes Green Monday” was one of the key components of Green Monday’s first anniversary campaign. He further explained that “Green Monday” is more than just having vegetarian diet once a week. They are also promoting a healthier mindset. He hopes that, by adopting a meat-free diet, people could eventually become more compassionate to the environment and all beings around us.

**Ms. Florence Hui**, Undersecretary for Home Affairs, believes Green Monday is a campaign that brings a broader meaning than just meat-less diet, but instead helps to wake up our deep down mindfulness. It teaches us to treasure what we have, and hence, we could help to address the global food shortage problem as a collective effort. She also appreciates that now over 350,000 students have the opportunities to enjoy Green Monday. She especially appreciates the “social enterprise” element of Green Monday and encourages students to work towards a cause they find passion in through the means of Social Enterprise.

**Ms. Shelley Lee**, former Permanent Secretary for Home Affairs and alumna of HKU, emphasized that Green diet is a question of survival – for oneself and the planet. She shared how she over-worked herself as a senior official in the government and mostly commuted in the official car. Now, she’s always happily preaching to people, “you can go through life without owning a car!” and proudly sticks to her 8,000 steps a day resolution. As advised by her dietitian, she also had successfully lost 16 pounds within 4 months. Thus, she strongly believes in eating and living green.

**Mrs. Nicola Cheung Young**, celebrity and alumna of HKU, shared how she stridently educates her two daughters to preserve resources by reusing the same pool of water for at least 5 times and only turn on the lights when it’s necessary. She said when she did her Master Degree in “Environmental Management” at HKU, she often encountered people’s misconception that environmental protection is the government’s problem. She instead believes each person should be empowered to take up one’s own responsibility.

**Ms. Helen Kwok**, representatives of Less-meat Monday and HKU students, shared her experience promoting vegetarian diet on campus.

**Media enquiry :**

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**Ms. Cassandra Mihalicz**, Exchange student at HKU, told us that having been a vegetarian for many years, she reluctantly resumed eating meat when she first came to Hong Kong for the exchange program from Canada because the choice of vegetarian food is too limited. She shared how difficult it is to find veggie-friendly restaurants in Hong Kong, while in Canada, most restaurants would usually have 4 to 5 vegetarian choices on the menu. She is very glad to see vegetarian diet getting more common now as Green Monday becomes more successful.

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### **About “Green Monday”**

“Green Monday” is a brand new social enterprise, a unique and open platform for people to start a green lifestyle. It collaborates efforts from individuals, corporate and different social classes, as well as different sectors; encourages corporate to make a difference through their own business, in order to create an integrated and convenient environment for everyone in Hong Kong.

The meat industry is responsible for 18% of the greenhouse gas emissions worldwide. Thus, reduction of meat-eating can directly reduce carbon emission. Accordingly to statistics, if everyone in Hong Kong gives up meat one day a week, it would be like taking 86,000 cars off the road. According to the data of U.S. Department of Agriculture, Hong Kong’s per capita meat consumption is the highest in the world – 38% higher than USA, and double that of the EU. Green Monday encourages everyone to adopt vegetarian diet one day a week – baby step to go green, which can reduce carbon footprint and good for health.

For more information about Green Monday, please visit [www.greenmonday.org.hk](http://www.greenmonday.org.hk) and our Facebook page: <https://www.facebook.com/GreenMondayHK> ◦

Official kick-off ceremony of HKU Goes Green Monday:

Date: March 18, 2013 (Monday)

Time: 12:30 to 2:00 p.m.

Venue: Podium outside Haking Wong Building, HKU (Outside Union Restaurant)

The ceremony was conducted in English.

### **Guests and parties present:**

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| * Ms. Florence Hui, Undersecretary for Home Affairs                                 | * Mr. David Yeung, Co-founder of Green Monday                       |
| * Dr. Albert Chau, Dean of Student Affairs and Director of General Education of HKU | * Ms. Janis Chan, Executive Director of Green Monday                |
| * Dr. Wong Chi Chung, Assistant Director of General Education of HKU                | * Ms. Shelley Lee, Green Monday Ambassador and alumna of HKU        |
| * Prof. John Burns, Dean of Faculty of Social Sciences                              | Mrs. Nicola Cheung Young, Green Monday Ambassador and alumna of HKU |
|   | HKU caterer representatives   |
|   | HKU student representatives   |

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### **Other Activities of the HKU Goes Green Series:**

#### **Baby steps to go green seminar**

How is air pollution related to meat-eating? How can vegetarian diet help to improve the air quality? What can be done to end air pollution? Green Monday Co-founder, David, will have a dialogue with Clean Air Network Chairman, Stephen, together they will tell us what's wrong with the air, how we could save the earth through some small changes in our daily life, and how we can take baby steps to go green.

Date: March 20 (Wednesday)

Time: 6:00 – 7:30 p.m.

Venue: Room K223, 2/F, Knowles Building, HKU

Speaker: Mr. David Yeung, Co-Founder of Green Monday

Mr. Stephen Wong, Chairman and Treasurer

#### **PLANEAT Screening and sharing**

What is the relation among food, health and the environment? Bad diet does not only ruin our health, but also the earth unconsciously. PLANEAT displays a long forgotten diet – to eat healthily, eco-friendly and keep the earth sustainable. Interviews with chefs, farmers and scientists will give us lessons on the relation among diet, disease, environment and us. Francis, Green Monday Co-Founder will discuss the movie with us.

Date: March 25 (Friday)

Time: 6:00 – 8:00 p.m.

Venue: Room K419, 4/F, Knowles Building, HKU

Speaker: Mr. Francis Ngai, Co-Founder of Green Monday

#### **Co-Organizer**

- **General Education Unit and Centre of Development and Resources for Students, University of Hong Kong** (<http://hku.hk>)
- **Green Monday** (<http://greenmonday.org.hk> | [www.facebook.com/GreenMondayHK](http://www.facebook.com/GreenMondayHK) )

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