

Games helps more people realize their dreams

Hangzhou to launch 2022 campaign for thousands of people to have their aspirations granted

By YUAN SHENGGAO

The 19th Asian Games Hangzhou 2022 will be held from Sept 10 to 25, 2022 in Hangzhou, capital of East China's Zhejiang province. China Daily is teaming up with the organizing committee of the Games to spotlight the preparation for and facts about the Hangzhou Asian Games.

Sports and public welfare naturally go hand in hand. With that in mind, the Hangzhou Asian Games Organising Committee has not only been promoting the Hangzhou Asian Games, but it has also organized a series of related public welfare activities. It launched the 2022 Asian Games Aspirations program last year to collect the dreams and aspirations of people across the world.

The program had garnered more than 110,000 submissions by the end of July, according to a committee spokesperson.

The program was launched on Dec 15, 2019, the 1,000-day countdown to the opening ceremony of the Hangzhou Asian Games, in partnership with the Zhejiang Youth Development Foundation, the Zhejiang Provincial Charity Foundation and other organizations.

Lu Chao is a medic working at the First Affiliated Hospital of Zhejiang University's College of Medicine.

Lu spent 45 days in Wuhan helping the city fight the COVID-19 pandemic. He said his dream is to take a photo with the athletes of the Chinese women's volleyball team and he wants to attend the opening ceremony of the Hangzhou Asian Games.

Lu wrote that the grit and determination displayed by China's national women's volleyball team gave him mental strength during his time in Wuhan.

Another participant in the program is 45-year-old Xiao He, whose dream is to let the world hear children's folk rhymes from China. Over the past two years, Xiao and his team have visited more than 200 seniors across China to record every nursery rhyme they can recall.

Xiao said that children's folk rhymes represent the sincerest of blessings of love, and it would be a



A launch ceremony for an online public welfare platform of the 19th Asian Games Hangzhou 2022 is held in Hangzhou, Zhejiang province, on Aug 8. PROVIDED TO CHINA DAILY

Highlight

The Hangzhou Asian Games Organising Committee initiated the Asian Games Football Dream project in April 2018 and upgraded it to launch the 2022 Asian Games Aspirations in December 2019. Since then, the organizing committee has combined sports and public welfare, with the theme of "Asian Games Aspirations".

The organizing committee teamed up with the Alibaba Foundation to create an online public welfare platform in August this year, featuring fundraising, public welfare publicity and low-carbon footprint donations among other things. It is committed to forging a warm and affectionate Asian Games with a complete public welfare system. To date, a total of 1,371 schools from 30 provinces and

regions have applied to the Asian Games Football Dream project. The 2022 Asian Games Aspirations program has garnered more than 110,000 submissions. Its related topics have been viewed over 230 million times.

The watering quantity of its "online public welfare forest watering" section has reached 128 million grams. The "Yiqilai" section, an online low-carbon footprint recording system, has recorded 1.3 billion steps.

The charity campaign has attracted 16 companies, all keen on public welfare, as dream supporters. They include Hangzhou-based automaker Geely, Industrial and Commercial Bank of China, China Telecom, China Mobile and 361°.

loved by more people through the Hangzhou Asian Games," Zhou said. "Now the dream has come true."

An official surnamed Chen from the organizing committee told China Daily: "We will continue to search for people's dreams and help people realize them."

"Meanwhile, we will launch an online activity to collect the songs, photos and words that touch and empower people."

Some sports celebrities have been invited to serve as Asian Games dream ambassadors, including diving champion Guo Jingjing, sports and soccer commentator Liu Jianhong and former China's Series A League player Liu Cheng.

"As a former athlete, I should contribute to the Hangzhou Asian Games," Guo said. "I feel honored to be chosen as a charity program dream ambassador."

"We hope these sports celebrities will use their power to influence and encourage more people to chase their dreams and finally realize them," an official from the organizing committee's marketing department told China Daily.

The charity campaign has attracted 16 companies and organizations, all keen on public welfare, as dream supporters.

They include Hangzhou-based automaker Geely, China Telecom and China Mobile, and charity organizations such as the Zhejiang Provincial Charity Federation, Young Footballer Growth Fund and the Hangzhou Sports Lottery Management Center, as well as media units such as Sina Weibo, 163.com and Zhejiang provincial broadcasting stations FM88, FM101.6 and AM810.

"The Hangzhou Asian Games is not only a sports event, but also a stage for dreams. We hope that with the influence of the sports event, more enterprises, organizations and individuals that are keen on public welfare will join us to take part in the charity undertaking," said Du Mengfei, deputy director of the committee's Marketing Department.

In a latest development, the organizing committee teamed up with the Alibaba Foundation to create an online public welfare platform on Aug 8, the 12th National Fitness Day.

According to committee officials, the platform, available on 29 apps including Taobao and Alipay, aims to provide ways for people to participate in public welfare activities and support Hangzhou Asian Games through a green and healthy lifestyle. Users of the

online platform can click on different sections to take part in various charitable activities.

For example, they can record their low-carbon footprint through daily actions on the "Yiqilai" section.

For each 5,000 steps they take, they can donate a football equipment bag to a child in a remote mountainous region.

In the upcoming days before the opening of the 19th Asian Games Hangzhou 2022, the organizing committee will invite people from all walks of life to participate in the preparations of the sports event, thus helping more people realize their dreams.

The new mode of "donation + charity + internet" will create a sky full of glistening dreams that came from and will always be shared by the Hangzhou Asian Games.



Public benefit lights up children's wishes of soccer

By YUAN SHENGGAO

As a subproject of the 2022 Asian Games Aspirations, the Asian Games Football Dream Project began on April 19, 2018, by the Hangzhou Asian Games Organising Committee and the Young Footballer Growth Fund.

The project supports 2,022 schools throughout Asia by donating equipment, offering courses and organizing camps and competitions to get more youth interested in soccer ahead of the Hangzhou 2022.

By the end of July, more than 4 million people, together with enterprises such as Hangzhou-based automaker Geely; Industrial and Commercial Bank of China; China Telecom; China Mobile and 361° had donated to this project via Alipay, a mobile payment app belonging to Alibaba Group.

The first event was held at Hangzhou Xingzhou Primary School in Zhejiang province on Dec 29, 2018.

The organizing committee has donated soccer equipment and courses to 11 schools featuring soccer courses in Zhejiang.

Former soccer commentator Liu Jianhong, former China Series A League player Liu Cheng and Chinese women's national team player Wang Shuang attended the event.

"I'm so happy when playing soccer with these lovely children and admire that soccer education is now much better than it was in my childhood," said Wang after she met the students.

She added that she has a mission to contribute to the development of sports public welfare and soccer in China.

So far, the Asian Games Foot-



The Asian Games Football Dream Project holds its first activity at Hangzhou Xingzhou Primary School on Dec 29, 2018. PROVIDED TO CHINA DAILY



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Wang Shuang, Chinese women's national team player

ball Dream Summer Camp has been held in 25 schools nationwide.

More than 400 students from 45 universities, such as Peking University, Harbin Engineering University and Lanzhou University, served as volunteers at the summer camps for 2,300 children from rural areas.

Themed on the Hangzhou Asian Games, soccer and dreams, the summer camps offer Asian Games knowledge and soccer training courses in a bid to cultivate children's interest in soccer and an understanding of Asian

Games while fostering their sporting spirit. As a participant in the summer camp, Xiao Yue, a student in grade three at a primary school in Qianxinan Bouyei and Miao autonomous prefecture, Guizhou province, has a dream of becoming a soccer coach.

Her school was built in a rural area and only had 100 students, not to mention a low number of girls who could play soccer.

Xiao played soccer with boys but had no chance to take part in county or prefecture competitions.

Thanks to the summer camp,

more and more girls at her school fell in love with soccer and the school established a female team after weeks of training with three volunteers. The project held a summer camp in Xianchang Central School in Majiang county, Qiongdongnan Miao and Dong autonomous prefecture, Guizhou province, on Aug 10, 2019.

During the event, the organizing committee joined hands with Geely to donate soccer gear and related training devices to five local schools.

"The summer camp in Qiongdongnan Miao and Dong autonomous prefecture is of great importance for Geely's efforts in the 2022 Asian Games Aspirations program.

"As a dream supporter, we will undertake social responsibility, enhance Geely's brand image and showcase our leading technology and enterprising spirit," said Yang Xueliang, vice-president of Geely.

By the end of June 2020, a total of 1,371 schools from 30 provinces and regions have applied to the project online and more than 500 have been shortlisted to receive donations after evaluation.

Officials from the organizing committee said that from this year, the project will allow both middle and elementary schools to participate and will add 700 schools in a bid to help more youth realize their soccer dreams.



Scan the code to learn more about the Games!

What they say for Hangzhou 2022



I hope the environment in Hangzhou will be improved through the Hangzhou Asian Games and the city's construction and social services will be brought more in line with developed countries in the world. My Asian Games dream is to take photos capturing the splendid moments of the Games.

Luo Xin, 36 years old, photographer



Through Hangzhou Asian Games, I hope children in other countries can have a better understanding of Zhejiang and Hangzhou. During their stay in Hangzhou for the Games, they can take a boat on the West Lake and taste delicious Hangzhou cuisine.

Tang Zicheng, 11 years old, elementary school student



The Hangzhou Asian Games will bring people from all around the world together in our beautiful city. Blending and mixing global culture and Chinese culture. I wish that we all learn from each other, learn to accept each other, and as Hangzhou learns to appreciate multiculturalism, the world learns to love China too.

Kyle Hadfield, 37 years old, game designer