

HKFP holds “The Little Grape’s 5th Anti-Scam Birthday Party” to promote scam prevention messages

The Hong Kong Police Force held "The Little Grape's 5th Anti-Scam Birthday Party" today (June 8) at Harcourt Garden in Admiralty to celebrate the 5th anniversary of the anti-scam mascot, "The Little Grape". Through interactive games and fun challenges, the event aimed to boost public awareness of scam prevention.

Launched in 2020, the anti-scam mascot emphasises the importance of vigilance against scammers, promotes public awareness, and encourages the sharing of anti-scam information with family and friends.

Speaking at the event, the Commissioner of Police, Mr Chow Yat-ming, said that over the past five years, the Police have organised numerous online and offline promotional activities featuring "The Little Grape". Thanks to these initiatives and the collective efforts of the community, the annual growth rate of scam cases has significantly slowed, declining from nearly 90 per cent in 2020 to 11.7 per cent last year. While the number of scam cases increased by 9 per cent in the first four months of this year compared to the same period last year, financial losses dropped by 30 per cent, indicating a rise in public awareness of scam prevention.

Mr Chow noted that combating scams requires the collective effort of the entire community. He compared scams to viruses and anti-scam publicity campaign to vaccines. When citizens proactively absorb scam prevention information, they build immunity against deception, much like receiving a vaccine. He stressed that only collective action can effectively thwart scammers.

The event featured several interactive activities, including anti-scam games and a surprise flash mob by "The Little Grape" mascot. To mark the 5th anniversary of mascot, the Police also organised "The Little Grape Anti-Scam Tongue Twister Contest", using four simple and catchy tongue twisters to reinforce scam prevention awareness.

Looking ahead, the Police will continue to refine anti-scam promotional strategies. "The Little Grape" will remain innovative, engaging with the public through a diverse range of activities and collaborating with all sectors of society to build a stronger barrier against scams.