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The Editor,
South China Morning Post,
2/F, BBC Building,
Hong Kong

Dear Sir,

I am writing to express my views on the importance of museums and suggest how to bring people and museums closer together. I strongly recommend visiting museums to the people of Hong Kong.

Many Hong Kong people, if not all, find museums boring and irrelevant to their lives. The prevalence of this phenomenon is attributable to several factors such as Hong Kong's preoccupation with economic development as the overriding goal. In Hong Kong, tourism, finance, trading and logistics are of critical importance, hiring a huge portion of the local population. These sectors, together with those in other industries, work from dawn to dusk so as to make ends meet in this capitalist society. In such circumstances, most parents don't have much time to take care of their children, let alone have spare time for museum visits!

Always up to their neck, Hong Kongers are oblivious to the wonders that the territory's museums have to offer. There are various kinds of museums in

Hong Kong covering a wide range of subject matters, from local history, science to fine arts. There are various kinds of museums in Hong Kong, namely the Museum of History, the Science Museum and so on. Visiting museums not only can broaden your horizons, but it also enables you to become a knowledgeable person because we can acquire different kinds of knowledge there.

In addition, visiting museums is a good way to enhance our local identity. For example, the Hong Kong Museum of History takes us through the trials and tribulations of local history. It sheds light on the fine qualities that shape this small yet significant player on the world stage: perseverance, industry and resilience. Appreciating these attributes, we have a stronger sense of belonging to Hong Kong and take pride in it as well!

To strengthen people's awareness of the importance of our museums, I suggest the government should put more effort into promotion, such as running advertisements on TV, because the wide coverage on TV ensures more people know more about the advantages of visiting museums. Also, the government can hold free exhibitions in all museums twice a week. If possible, occasional free weekend exhibitions could be arranged to encourage museum visits as family pastimes. Finally, the government can also develop smart phone apps to showcase some of the gems in museums' collections. It's immensely suitable for Hong Kong people, given that they readily embrace telecommunications technology!

I have no doubt that our museums are an important part of our local heritage. There is no better way to support them than actually visiting them. I also hope museums can help us appreciate their value to the local community.

Yours faithfully,
Luffy Tsang