

14<sup>th</sup> October 2024

**The Hong Kong Police Force**  
**“Anti-Scam Lucky Draw” Campaign**



The poster features two women, 蔡卓妍 (Carrie Chan) and 鍾欣潼 (Christine Chung), standing against a blue and purple background. The text "Anti-Scam Lucky Draw" is prominently displayed in a stylized font. A cartoon character with a large eye and a "Join Lucky Draw" button is in the top right. Below the women, there are several prize categories: "HOTEL ACCOMMODATION, SMART PHONES, ELECTRICAL APPLIANCES, SUPERMARKET AND DINING VOUCHERS AND MORE. JOIN AND WIN OVER 38,000 PRIZES WORTH 3 MILLION DOLLARS!", "HK\$400,000 SPENDING CREDIT", "TWO SETS OF ROUND TRIP AIR TICKETS TO ASIA DESTINATIONS", and "BRAND NEW ELECTRIC VEHICLE". At the bottom, it says "Download [Scameter+] Complete to compete, win big" and "Trade Promotion Competition Licence No.: 59167-80 For more details, please visit cyberdefender.hk".

The “Anti-Scam Lucky Draw” Campaign organized by the Hong Kong Police Force has launched from 1st October, 2024, which aim to promote “Scameter+” mobile application and raise public awareness of fraud prevention. Public who download the “Scameter+” mobile application and complete specified tasks will be eligible to participate in the prize draw through a connected game website.

For enquiries, please call the Police hotline at 3700 7111 or visit the following website:-  
[https://cyberdefender.hk/en-us/anti-scam\\_lucky\\_draw/](https://cyberdefender.hk/en-us/anti-scam_lucky_draw/)

**Bank of China (Hong Kong) Limited**