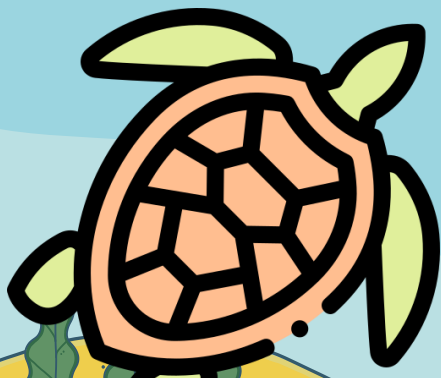


從乞龜到世界的文化理解： iEarn Holiday Card Exchange



馬公國中 葉念祖



LANGUAGE

- Verbal
- Non-verbal

RELIGION

VALUES
AND
ATTITUDES

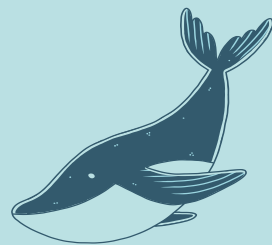
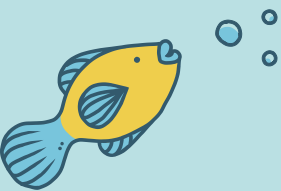
MANNERS
AND
CUSTOMS

MATERIAL
ELEMENTS

AESTHETICS

EDUCATION

SOCIAL
INSTITUTIONS



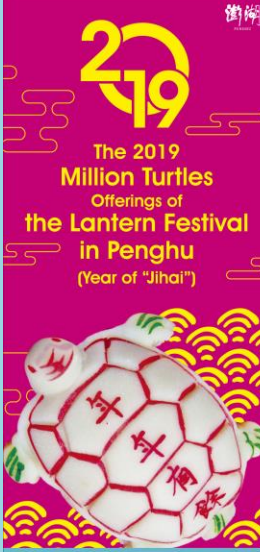
- 目標字詞 target words

Lantern Festival元宵節、turtle granting contest 乞龜、cultural codes of brands品牌文化符碼、Brand Identity 品牌識別、Marketing Campaign行銷活動、Social Media Marketing社群行銷

- 目標句型 target sentences

Turtle granting contest has an advantage in _____ (文化行銷優勢之處), and it can be used in _____ (cultural codes of brands/Brand Identity/Marketing Campaign/Social Media Marketing) .





**The 2019
Million Turtles
Offerings of
the Lantern Festival
in Penghu
(Year of "Jihai")**



Penghu National Science Area Administration

171, Gonghuo Village, Magong Old
Penghu County, 80604, Taiwan, R.O.C.
TEL: 006-8210521 FAX: 006-8210541
http://www.penghu.gov.tw

Visitor Information Center

- Penghu County Government TEL: 06-9274490
- Tourism Department http://tour.penghu.gov.tw
- Penghu Recreation Hall TEL: 06-9278952
- Penghu Cultural Resource Museum TEL: 06-9201111/111/1216
- Penghu Aquarium TEL: 06-9833269
- Penghu Living Museum TEL: 06-9310405
- Penghu Marine Discovery Center TEL: 06-9200937
- Penghu Airport Visitor Information Center TEL: 06-9226115
- Penghu Visitor Center TEL: 06-9216445
- Wu-Hsiang Visitor Center TEL: 06-9212121/1261
- Penghu Tourism Promotion Center TEL: 06-9216966
- South Sea Visitor Center TEL: 06-9204738
- North Sea Visitor Center TEL: 06-9833262
- Qinhu Visitor Center TEL: 06-9831027
- Hsiulin Visitor Center TEL: 06-9335457
- Jihai Visitor Center TEL: 06-9811487
- Xinmen Geography Gallery TEL: 06-9802598
- Wu-Hsiang Fort Visitor Center TEL: 06-9801587
- Wang-an Green Turtle Tourism and Conservation Center TEL: 06-9200528
- Qinxi Visitor Center TEL: 06-9817054



As the Taiwanese Laying Coins:
"Touch a turtle head, and you'll build a large house; touch its tail, and you will get promoted; touch the feet of the turtle, and you will get plenty of gold and silver and treasure in your house; children studying in school will get an All Pass; touch the turtle shell, and you will make your business and career stable and steady. Ah! It's awesome!"

During the Taiwanese Lantern Festival, the turtle granting contests are held to glorify and exalt the Penghu Lantern Festival. Penghu is located west of Taiwan so they are also known as the Western Turtle Granting Contests.

The turtle granting contest is an ancient tradition in Penghu. In order to pray for the harvest and peace of the coming year, Penghu residents hold turtle granting contests during the Lantern Festival so that they can have their wishes granted.

When Chinese Lantern Festival Debuts, the Turtle Granting Contests are on!

The turtle granting contests in Penghu evolved from the "Yang Pin Turtle", a cake shaped like a turtle made with glutinous rice, since early times. All the temples work hard to create surprising designs of the turtles with unique styles in terms of material and size. In recent years, various temples have started to pay even more attention to the turtle granting contests, which are integrated with cultural heritage and local customs, together with fun and entertainment. All kinds of "golden turtle granting contests", "sea granting contests", "nocturn granting contests", "TV granting contests", "religious granting contests" and "book granting contests" have appeared successively in the tanks of the turtle granting contests, attracting people to watch and participate in the granting contests, adding more fun to the Lantern Festival.



The Cabbage Turtle in Wukan Jinghai Temple

A Taiwanese proverb says: "You will marry a good husband if you secretly pluck scallions," which is another custom in the Lantern Festival. It is alleged that unmarried women will marry a good husband if they secretly pluck scallions on the night of the Lantern Festival. Wukan Jinghai Temple held just such a fun activity for last year's Lantern Festival.

This year, a fully creative effect is made by using the local crops from Wukan Village, such as cabbages and turnips, which are stacked to form a turtle shape. Besides, Jinghai Palace specializes in light shows and martial arts shows with god's palanquin to display the glory of the gods. We pray for heavenly harmony and perpetual peace. We believe this year, it will definitely attract everyone's attention. It's worth a visit. Don't miss this opportunity.

The Big Rice Turtle in Suogang Ziwel Temple

The construction of the Ziwel Temple dates back to the origin of the Beiji Temple in Suogang Village. The highest statue of a god in Penghu is located on the Ziwel Temple in Suogang Village. The temple is mainly dedicated to the Ziwel Emperor, which can be clearly seen from the place when flying into Penghu. The statue of gold and copper dollars and took ten years to complete. The magnificent old and the Rice Turtles are waiting for you to visit.



A tour of Penghu with "Green Turtle Figurines" and "Penghu Peace Turtle Commemorative Coins" will ensure your safety during the Lantern Festival.

In order to help visitors enjoy the lively atmosphere of the Lantern Festival in Penghu and understand the meaning of the turtle granting contest, the Penghu National Science Area Administration will take a tourism marketing activity called "A Million Turtles Offerings for the Lantern Festival in Penghu" during this year's Lantern Festival.

Tourists who are non-Penghu-residents can go to the Visitor Information Center in Penghu Airport or the service counter at the Penghu Visitor Center to get a "Stamp Collection Card". After collecting 5 stamps from the various temples which are designated by the Turtle Granting Contest Pamphlet, visitors can take their airplane or ship tickets (from Taiwan to Penghu or Kinmen to Penghu), to the Visitor Information Center in Penghu Airport or the Penghu Visitor Center to get one of the "Penghu Haoké (Visitor) Green Turtle Figurines", the supply is limited to 800 figurines which will be exchanged.

Furthermore, to attract locals to participate in the traditional cultural experience of the turtle granting contest in Penghu, the Penghu National Science Area Administration will issue Penghu Peace Turtle Commemorative Coins for the first time, which are designed with cartoon characters such as Peace Turtle and Playful Pig. And they will be issued in a limited quantity, which will make them worth collecting. Also, we will cooperate with the travel industry to release package tours, promotional projects and vehicle tours on the themes of the turtle granting contest with a guide. Further information will be posted on the official website of the Penghu National Science Area Administration, please stay tuned.

Penghu welcomes you to come and join the turtle granting contest!



The Golden Turtle at the Shanhai God Temple

The Golden Turtle at the Shanhai God Temple is the King of the Lantern Festival Turtle Kings. Every year, the prize of the turtle granting contest goes to the one who throws the most blocks in the temple in the right combination.

Last year's turtle granting contest winner plans to offer a golden turtle of 400 taels to repay his gratitude to the god this year. What will happen after the "Golden Turtle" has been added to the "Turtle Eggs"? Please wait and see. After crossing the Peace Bridge and enjoying the wonderful singing and dancing performances in the evening, we will allow the big TV screen to tell the story of the King's Patrol and the history of this temple. Do you want to celebrate the Lantern Festival in Shanhai? Remember to get there in advance!



The Big Rice Turtle at Nanjia Hailing Temple

Hailing Temple is dedicated to the deities of House Sa, and is the Jiaozu Temple of Magong, commonly known as Nanjia Temple. Over the years, it has been the custom to pile up the Big Rice Turtle with white rice weighing more than 300 kilograms and to spread out New Taiwan dollars on the turtle's back for decoration. The intricate design symbolizes ushering in wealth, prosperity and security for the entire community. That is why it is the main turtle of the Hailing Temple.

The Big Rice Turtle at the Goddess Temple in Penghu

For Lantern Festival, come and visit the oldest Mazu Temple in Taiwan, the Goddess Temple in Penghu, and burn some incense. Money Turtles, silver ingots, jelly penquins and Grasshopper Lizards will be provided for believers who pray and toss divination blocks. They will also be on display for sale. You can go across the Peace Bridge too, which will allow you to have a happy new year and peace all year round.

Happy Turtle at Wenaq Qinghui Temple

Wenaq Temple is dedicated to Master Qinghui. In order to continue the creative lantern contest from last year, the 2019 Lantern Festival has invited Master Lin Jiaozu, a world-renowned balloon artist to create a 3D balloon themed turtle. There will be on-site creative balloon teaching, stage performances, long-sized land turtle crawling, a tossing divination blocks competition, a grand prize and a night market. It will be like stepping into a Lantern Festival carnival with a lively atmosphere, where you can walk around and visit to yourself.



Creative Turtles at the Goddess Temple in Huxi Township

Huxi Township is widely planted with Feng Ru Grass (herbal grass), which is dried and made into a tea, known as "Penghu Herbal Tea". Feng Ru Tea is rich in micronutrients and essential oils, and has the effects of cooling and quenching thirst, promoting blood circulation, and reducing heat and liver fire.

The Creative Turtles for the Lantern Festival Celebration at the Goddess Temple in Huxi are quite ingenious. The discarded floats are used to make "Royal Turtle Dolls" (Wishful Turtle Figurines) and "Mazu Dolls" (the Goddesses of the Sea Figurines). There are book granting contest (seeking wisdom) activities. The temple will provide books worth NTD10,000 for which the public can compete with drums, and God's umbrellas, which are rich in humanity. There will also be Creative Turtle Granting Contest again for this year's Lantern Festival, which is an unconventional turtle granting contest in Penghu. Welcome to Huxi to seek wisdom!



The Thin Noodle Turtle at Xiwei Chenpu Temple

Handmade angel hair pasta is a traditional specialty food product in Xiwei. The Xiwei Chenpu Temple piles up the Thin Noodle Turtle with angel hair pasta to highlight the traditional industry so as to help people understand the origins of traditional industry as well as folk culture. It is hoped that the different styles of Main Turtles will attract tourists to celebrate the Lantern Festival by crossing the sea to Penghu. Meanwhile, they can also promote local prosperity.

Beer Turtle and Beer Rabbit at Shiquan Zhuweng Temple

Shiquan Zhuweng Temple has made an innovative breakthrough in tradition by using beer bottles to pile up "Beer Turtles" and "Beer Rabbits", which are mainly references to the story of the "The Tortoise and the Hare" in Aesop's fable, to inspire the general public. This idea is full of ingenuity. Zhuweng Temple sincerely welcomes you to visit us and give us your comments.

The Money Turtle at Walaq Wenwang Temple

In order to thank the gods for their protection, fishermen in Walaq Village have preserved a traditional offering ceremony to celebrate full catches, especially during the Lantern Festival; all the fishing boats turn on their fishing lights at the same time, illuminating the entire night sky of Penghu, thus making the festival a unique sea lantern festival in Taiwan. The highlight of the tourist spots for Penghu's Lantern Festival is at Walaq. Every year, Wengwang Temple always attracts a large crowd, and the golden offering turtles is perfectly crafted. If you want to find peace and wealth, the Money Turtle is waiting for you to your comments.



Fish and Shrimp Turtles at Chi-kan Wenheng Shengdi Temple

Chi-kan Township is a major fishing town in the North Sea. Chi-kan Wenheng Shengdi Temple worships Wenheng Shengdi, the Red-Faced Warrior (God GuanYu). Last year, more than 20 believers gathered for the turtle granting contest during the Lantern Festival. In 2019, they are sponsoring dried fish and shrimp to make Fish and Shrimp Turtles weighing more than 2,520 kilograms. During this holiday season, for people from all walks of life, we would like to wish you and your family happiness.



Peace Turtles at all the temples in Penghu

After enjoying the activities of the well-renowned temples, you can also go to the temples in the villages to experience traditional and quiet methods of turtle granting contests and feel a different feast for your heart.



The Money Turtle at Walaq Wenwang Temple

