

## **SPRG LAUNCHES “SPRG FCF SCHOLARSHIP” AT THE CHINESE UNIVERSITY OF HONG KONG SCHOOL OF JOURNALISM AND COMMUNICATION**

(Hong Kong, 7 September 2022) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has announced the launch of the SPRG Future Communicators Foundation Scholarship (“SPRG FCF Scholarship”) today. The four-year scholarship aims to help senior undergraduate students from the School of Journalism and Communication (the “School”) at The Chinese University of Hong Kong (“CUHK”) to further their communication skills around social justice, sustainability and civil society.

The HK\$20,000 scholarship is to be awarded annually to an individual who, at the time of his/her application, is a third-year or above student at the School. All participants have to make a pitch about how they would address such issues as sustainability, social justice and/or public health, using limited and/or low-cost resources. One member from SPRG, Future Communicators Foundation (“FCF”) and the School, respectively, will form a selection panel to choose the winner of the scholarship.

“SPRG always strives to promote development of the PR industry. We believe that the best way to raise the bar for our industry is to provide future communicators with adequate training and exposure,” said Richard Tsang, Chairman of SPRG. “The SPRG FCF Scholarship serves an excellent opportunity for students to apply their hard-earned communication skills and knowledge, combined with their passion, enthusiasm and innovative spirit to develop a campaign that advances the environment, public health and social justice. Moreover, we trust that the programme will benefit the community since stakeholders can draw inspiration from the students, who are providing fresh perspectives on building a sustainable future for all of society.”

“Sustainability is one of the most pressing topics in today’s society,” added Allard W. van Veen, Founder of The PR Trust, the 501(c)(6) non-profit organization that administers the Future Communicators Foundation. “I firmly believe that PR professionals can play a more prominent role in promoting sustainability. We hope that the scholarship will help to develop students’ social conscience and encourage them to make an impact, in terms of promoting a fair and sustainable world.”

“It is our pleasure to be the partner university of the SPRG FCF Scholarship, and even more so since it involves a collaboration with Richard, who is an esteemed alumnus of the School,” said Prof. Donna Chu, Director, School of Journalism and Communication, CUHK. “This truly represents a passing of the torch from one generation to the next. We totally agree with FCF about PR professionals’ ability to be at the forefront of building a better and sustainable tomorrow. We therefore have high expectations for our scholarship applicants, and trust that they will present some inspiring ideas on addressing social issues.”

SPRG attaches tremendous importance to nurturing the younger generations. Indicative of Richard's long-standing commitment to helping nurture young talent, he has been a part-time lecturer at his alma mater for a quarter of a century. In addition, Richard established the CUHK RTCL Scholarship back in 2005. Also, to celebrate the 20th anniversary of SPRG in 2015, a HK\$1 million scholarship was created with the School. Apart from providing monetary support, awardees are offered extended internship opportunities at any of SPRG's offices in APAC.

To apply for the SPRG FCF Scholarship, qualified students must make a pitch, requiring a two-page document and three-minute video, on how they can contribute to "The Sustainable City", asking students to imagine what the "Sustainable City" would look like, in respect to environment, health, and social justice. Students will be required to briefly explain how they would communicate these ideas using low-cost, do-it-yourself resources.

Deadline for applications is 28 October 2022. The winner will be announced on 8 December 2022. Submission information can be found at: <http://futurecomms.org>.

### **About Strategic Public Relations Group ("SPRG")**

Founded in 1995, SPRG is one of the largest public relations networks in Asia-Pacific and the largest public relations consultancy in Hong Kong. Fuelled by a workforce of 250 professionals from 18 offices across the region and complemented by PROI Worldwide partners and other affiliates, SPRG provides one-stop, integrated communications services to clients in over 165 cities globally. SPRG leads the Hong Kong IPO market and has proven its expertise in investor relations and financial communications since its inception. Underscoring SPRG's diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, marketing and digital communications as well as issues and crisis communication management. SPRG is a prolific award-winning agency, not only garnering multiple "Network/Agency of the Year" accolades by authoritative publications and prominent organisations. In addition, it is the only Hong Kong-based PR network to be ranked by PRovoke and PRWeek on their global top-tier lists. Visit [www.sprg.asia](http://www.sprg.asia) for more information.

### **About Future Communicators Foundation ("FCF")**

The FCF provides aspiring young professionals with learning opportunities and outreach programs that foster communication skills around sustainability, climate and social justice. The Foundation aims to cultivate tomorrow's communications leaders by providing the financial means to facilitate personal and professional growth. The FCF is administered by The PR Trust, a 501(c)(6) non-profit organization. The Board of Trustees is chaired by Richard Tsang (Hong Kong), and includes Founder Allard W. van Veen (Canada), Andreas Fischer-Appelt (Germany), Peter Finn (USA), and Madan Bahal (India). Visit <https://futurecomms.org/> and <https://theprtrust.org> for more information.

Reference: [SPRG launches four-year scholarship with Future Communicators Foundation](#)

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