

Immediate Release

## SPRG SETS UP HK\$1 MILLION SCHOLARSHIP WITH THE CHINESE UNIVERSITY OF HONG KONG SCHOOL OF JOURNALISM AND COMMUNICATION

(Hong Kong, 3 July 2015) – At the 20th Anniversary Cocktail Reception held on 3 July 2015, **Strategic Public Relations Group** (“SPRG” or the “Group”) announced that it established a **HK\$1 million scholarship** with The School of Journalism and Communication, The Chinese University of Hong Kong (“CUHK”), to recognise the best students.



Cheque presentation ceremony for SPRG scholarship to The School of Journalism and Communication of CUHK – (Second right) Richard Tsang, Chairman of SPRG with representatives from CUHK including (second left) Professor Michael K. Hui, Pro-Vice-Chancellor/ Vice-President, Choh-Ming Li Professor of Marketing; (far left) Professor Anthony Y.H. Fung, Director of The School of Journalism and Communication; and (far right) Professor Joseph M. Chan, Chair Professor of The School of Journalism and Communication.

During his welcome address, Richard Tsang, Chairman of SPRG expressed his commitment to nurture more young professionals for the industry, stating: “Human capital is the most valuable asset of the public relations industry. We therefore feel obligated to attract more young individuals to the fold by helping enhance professional standards and raising the stature of the PR and communications industry”.

## **About Strategic Public Relations Group**

Strategic Public Relations Group (SPRG) is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. With 300 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production.

SPRG clients include prominent players from the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment and sports industries, as well as government bodies and associations.

SPRG has completed over 300 IPO communication programmes to date, involving renowned local brands, enterprises from the PRC and multinational corporations. Currently, the Group is serving more than 160 listed companies in Hong Kong on an ongoing basis. These companies originate from diverse industries, including energy, resource, retail, gaming, pharmaceutical, TMT and property. Through SPRG's own network and affiliation with a global public relations network, SPRG can assist clients access more than 110 cities around the world.

### **Media Enquiries**

Strategic Public Relations Group

Eveline WAN

Senior Director, Asia

Tel: (852) 2864 4822

Fax: (852) 2114 4948

Email: [eveline.wan@sprg.com.hk](mailto:eveline.wan@sprg.com.hk)

Website: [www.sprg.asia](http://www.sprg.asia)

Member Companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia

Strategic CSR Network Limited

Clementine HO

CSR Officer

Tel: (852) 2114 4923

Fax: (852) 2114 4948

Email: [clementine.ho@sprg.com.hk](mailto:clementine.ho@sprg.com.hk) /

[csr@sprg.com.hk](mailto:csr@sprg.com.hk)

- End -