

SPRG ANNOUNCES THE WINNER OF “SPRG FCF SCHOLARSHIP”

(Hong Kong, 3 January 2023) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has announced the winner of the inaugural 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 to further their communication skills around social justice, sustainability and civil society.

Yang Yuqing Angel won for her “Sustainable You and Me” proposal, which highlighted the need for a coordinated approach to practical outreach campaigns that would increase participation in sustainable and environmental activities in Hong Kong. In particular, the judges appreciated Angel’s idea of gathering several initiatives into a three-day sustainability festival at Victoria Park, including a sustainable fashion show; workshops and drop-points for food waste, clothing and fashion recycling; building community gardens; and employing a digital points programme for rewarding sustainable activities.

The HK\$20,000 SPRG FCF Scholarship is awarded annually to a senior undergraduate student at the School, in partnership with the Future Communicators Foundation. All students are required to create a mock-campaign, detailing how they would address issues such as sustainability, social justice and/or climate communications, using limited and/or low-cost resources.



Richard Tsang, Dr Kaman Lee, (first from left) and Dr Donna Chu, (second from left), congratulate Angel Yang (second from right) on winning the FCF SPRG Scholarship in the School of Journalism and Communication at the Chinese University of Hong Kong.

About Strategic Public Relations Group (“SPRG”)

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown since and is today an integrated PR group that prides exceptional services to local and international clients in Asia Pacific. SPRG has 250+ professionals working from 19 offices across Asia Pacific, providing clients with holistic communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Not only is SPRG an award-winning agency, but it is also the only Hong Kong-based PR network on the global top-tier lists of PRovoke and PRWeek. Visit www.sprg.asia for more information.

About Future Communicators Foundation (“FCF”)

The Future Communicators Foundation (FCF) provides scholarships, learning opportunities, and outreach programs that foster communication skills around sustainability, climate science, and social justice. The Foundation aims to cultivate tomorrow’s communications leaders by providing the 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 “SPRG FCF SCHOLARSHIP”](#)

Media enquiries :

Strategic Public Relations Group

Brenda Chan (+852 2114 4396 /brenda.chan@sprg.com.hk)

Website: www.sprg.asia

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