



News Release

For Immediate Release

**WISEMAN EDUCATION in Partnership with REUTERS,
THE ENGLISH SPEAKING UNION, THE EDUCATION BUREAU
and HONG KONG PARENTS ASSOCIATION
To hold the FIRST
'Think Great Snapshot Competition 2008'**

Hong Kong, 11 July 2008 – *"A single Photograph can say a thousand words and inspire millions"* Wiseman Education in Partnership with Reuters, The English Speaking Union, The Education Bureau and Hong Kong Parents Association jointly announce the winners of the "Think Great Snapshot Competition 2008" today at the Kowloon Tong Education Services Centre of Education Bureau, as part of the "TH?NK Series".

The FIRST "Think Great Snapshot Competition 2008" received over 1,300 'snapshot' entries which involved over 1,800 students from 80 schools, including some of the most well-known English medium schools, Chinese medium schools, international schools, schools from China PRC and Melbourne, Australia. The themes for the competition this year included Social Issues, Popular Culture and Inspiring People & Amazing Deeds.

With full support from the Business School Partnership Program of The Education Bureau, "Think Great" encourages students to see the differences in the changing world, find value within their own lives, and inspire thinking. The Think Great Snapshot Competition enables students to actively voice their passionate perspectives on society through images and commentary.

Professional judges from Reuters, The English Speaking Union Hong Kong, Education Bureau, Hong Kong Parents Association and Academics in Hong Kong and overseas, selected winners from anonymous entries. Our judges provided constructive feedback on entries in the hope that students will review their ideas and reflect upon their strengths and weaknesses.

The submitted entries were very thoughtful and reflected fantastic levels of artistic ability. Dr. Verner C. Bickley, MBE, Chairman of the English Speaking Union, said, "I am impressed by the students' work. I recall a photo entry that assembled both artistic skills with persuasion; [the message] conveyed a global perspective." Dr. Bickley commented on a high ranking award for presentation, "The photograph is poignantly relevant to the topic. The angle at which the image is taken highlights the contrast between the person distributing the leaflets and the person in need. Lighting and focus are appropriate for the

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subject matter which is presented in an original way. The caption communicates the photographic message quite well Well done."

"I was very pleased to see the high quality photographs that were submitted and honoured to be one of the judges on the panel. The passion and deep insights behind the photographs are also evident. I believe that if this photographic competition can open the eyes of children and young adults to the world around them, the next generation will be more aware of global issues and its problems and be motivated to address them." said Sue Breen, Sales Media Manager, Asia, Thomson Reuters.

The Think Series currently encompasses two competitions, the Think Again Documentary Competition and the Think Great Snapshot Competition, while the third, Think Positive Lyrics Competition, is coming-up during the new school year. The purpose of the Think Series revolves around three themes; generate global perspectives, create innovative minds, and inspire a caring generation. To generate global perspectives, students are able to diversify their viewpoints on current issues. By creating innovative minds, students can apply the knowledge they gain towards conceptual topics in a creative manner. Although they have these abilities, they still must put their hearts and sincerity into their actions. In the long run, development of these qualities will enable students to evolve into a caring generation.

Clement Chung, Chief Executive Officer of Wiseman Education, passionately explains the objective of the Think Series, "If we can extend and challenge the thinking of our young ones, if we can provide a platform to showcase [the students'] visions and celebrate their innovative ideas, we will not only discover their world, but see how we can all fit in it. "

For more details information about the "Think Great Snapshot Competition 2008", please visit our website – www.EnglishBuilder.hk/ThinkGreat

Remarks

Interviews with the winners can be arranged, please contact Ms. Cecilia Ng for details.

Enc. list of Think Great Snapshot Awards Winners

Enquiries

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