

Helping beyond our borders

Over 35,000 students here participated in P&G's philanthropic programme

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EVERY day, about 4,000 children die from illness and disease caused by unsafe drinking water. And according to the Food and Agriculture Organization of the United Nations, some 5 million children die of hunger-related diseases each year.

Chilling numbers, indeed. More than 35,000 Singapore primary and secondary school students have played their part to make a difference to the lives of needy children throughout Asia, just 10 months into the launch of Procter & Gamble's (P&G) Beyond Borders programme.

The community programme is

a joint effort by P&G and World Vision Singapore aimed at improving the lives of Asia's underprivileged children by providing basic necessities such as clean drinking water, proper sanitation facilities, shelter, education and food.

"Beyond Borders is a truly meaningful programme as it allows Singaporean children to reach out to children who need our help in the region, thus giving them an opportunity to live and learn," said Ms Eunice Olsen, nominated Member of Parliament and World Vision Singapore's 2007 goodwill ambassador. "It also instills in our children a civic consciousness that transcends borders."

Students from 25 schools

islandwide, together with P&G employees, collected 34,620kg of newspapers, 7,337kg of clothes and 18,450kg of cardboard.

The proceeds from the sale of the items and subsequent child sponsorships yielded a total of \$47,928.66. The money will go towards improving the lives of more than 72,577 children from Sri Lanka, Bangladesh, Laos, Cambodia and Myanmar.

"My classmates and I feel very glad to have played a part in helping less privileged children from other countries in Asia. Although our contributions are small, we are still able to lend a helping hand just by bringing in old newspapers and clothes from home," said Foo Zi Rei, a Primary 6 student from Greenridge Primary School.

In addition to helping others, the programme participants have also gained from the experience.

"I find this programme very meaningful as I can help improve the lives of these children. I have also learnt to appreciate things better and not take what I have for granted," said student Eugene Ng, also from Greenridge.

Beyond Borders is a P&G initiative as part of its global "Live, Learn and Thrive" corporate philanthropic effort. P&G has several programmes throughout Asean, Australasia and India.

In Malaysia, P&G has helped build 60 education centres for special needs children. In the Philippines, the company worked with a local organisation to build 118 homes for families in a run-down neighbourhood of Manila.

Over 50,000 students in China have also benefited from the setting up of 105 schools.



GIVE AND RECEIVE: Students from Nan Chiau Primary School, who participated in Beyond Borders, with Ms Victoria Great (right), external relations associate director for P&G, and Ms Eunice Olsen, World Vision's goodwill ambassador.



Broadcast journalism exposed

BBC World is giving its viewers an insight into the field of broadcast journalism.

It is offering a sneak peek into the interconnected nature of the news network's news-gathering capability, through a "reality TV"-type on-air advertising campaign.

"Our latest television campaign reinforces the key brand values of BBC World," said Ms Annabel Cameron, head of marketing for BBC World.

"To truly report a story, you need to understand it from every angle, and the campaign rationale is to communicate

how the channel continues to put news first and delivers in-depth, accurate and impartial reporting and analysis for a global audience."

The creative executions capture how a news story from Iraq is analysed, shot and broadcast by BBC teams in Baghdad, Washington and London. The 30-second and minute-long treatments capture the drama and spontaneity of news as it breaks.

The advertisements, produced by Red Bee Media, were shot simultaneously in London, Washington and Baghdad earlier this year. — JOSEPH YADAO

GRABBAG

STARBUCKS BARISTAS HAVE GONE ALL ARTISTIC

Coffee chain Starbucks have given its baristas – the people who prepare your coffee – a chance to shine, with an islandwide art competition.

The "Our Beans Have Gone Red" contest was held earlier this month in conjunction with the launch of Starbucks' Azuki Frappuccino blended cream and Azuki Frappuccino blended coffee. These two drinks were specially created for Starbucks customers in China and the Asia-Pacific region.

To tie in with the azuki beans theme, the artists had to use coffee and red beans in their artwork.

"Our employees are always brimming with creative ideas, (and) we wanted to give them a platform to express themselves," said Ms Belinda Wong, managing director of Starbucks Coffee Singapore. "Through the contest, they got the opportunity to showcase their work in a travelling exhibition, just like real artists."

The works of first-prize winner Serene Tan, and runners-up Aggie Choo and Noorliana Jeman, will be reproduced as Starbucks' postcards. — JOSEPH YADAO

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