



## SHAPING THE FUTURE OF PR SPRG ANNOUNCES SCHOLARSHIP RECIPIENTS

(Hong Kong, 11 April 2025) – **Strategic Public Relations Group** (“SPRG” or the “Group”) hosted its annual Scholarship Presentation Ceremony today, presenting three prestigious scholarships, namely the **SPRG Scholarship**, **SPRG Future Communicators Foundation Scholarship** (“SPRG FCF Scholarship”) and **CUHK RTCL Scholarship**, to deserving students from the Department of Journalism and Communication at The Chinese University of Hong Kong (“CUHK”).

The scholarships represent SPRG’s commitment to nurturing the next generation of leaders and advancing the communication and public relations profession. Back in 2015, to celebrate the 20th anniversary of SPRG and inspire and support emerging talent in communication-related disciplines, the Group established the HK\$1 million SPRG Scholarship in collaboration with CUHK. In 2022, the SPRG FCF Scholarship was subsequently introduced for senior undergraduates to encourage them to hone their communication skills in areas such as social justice, sustainability, and civil society. Prior to the two schemes, Richard Tsang, Founder and Chairman of SPRG, founded the CUHK RTCL Scholarship in 2005.

This year, seven exceptional students from the Department of Journalism and Communication at CUHK were honoured:

- **SPRG Scholarship:** Fung Sui Ying Emily, Xiang Xingye Jamie, Wai Hoi Yan Winnie
- **SPRG FCF Scholarship:** Chan Fong Sang Ann, Fok Wing Hay, Wong Yan Hin
- **CUHK RTCL Scholarship:** Chan Hong Kiu Rita

In addition to financial support, recipients of the SPRG Scholarship are offered extended internship opportunities at SPRG’s member companies across APAC, which allows them to gain invaluable hands-on experience in the industry. Similarly, the Group offers an internship programme to students from tertiary institutions, providing on-the-job learning at its member companies.

“We are thrilled to recognise the dedication and intellect of these young talents,” said Richard Tsang. “Our internship programme gives students an excellent opportunity to build meaningful connections and gain PR experience. At SPRG, we remain committed to grooming the next generation of leaders by offering scholarships and exposure that transcend borders.”



Richard Tsang (first from left), Prof. Kaman Lee and Prof. Donna Chu (first and second from right) congratulate students on winning the Scholarships.

### **About Strategic Public Relations Group (“SPRG”)**

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown to become an integrated PR group that prides itself on providing exceptional services to local and international clients in Asia Pacific. SPRG has 250 professionals working from eight locations across APAC, providing clients with holistic communications services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. 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.

### **Enquiries**

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822

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

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

Hong Kong | Beijing | Shanghai | Guangzhou | Taipei | Singapore | Kuala Lumpur | Sydney