

SPRG LAUNCHES FOUR-YEAR SCHOLARSHIP WITH FUTURE COMMUNICATORS FOUNDATION

(Asia, 1 June 2022) – **Strategic Public Relations Group** (“SPRG” or the “Group”) served as one of Asia’s largest communications and public relations agencies, has partnered with the Future Communicators Foundation (FCF) in launching a new four-year scholarship program. SPRG is the first of four global agencies to provide FCF Scholarships that further communication skills around social justice, sustainability, and civil society.

Richard Tsang, Chairman of SPRG, joins Foundation Founder Allard van Veen (Canada) in pioneering the global drive for sponsors for the FCF Scholarship program, bringing onboard additional partners including FINN Partners (New York), fischerAppelt (Germany), and Adfactors PR (India). Each agency has committed to providing US\$ 10,000 in scholarships over the next four years.

“SPRG has spared no effort to nurture the next generation of PR practitioners, by providing them with training and exposure that extends beyond local borders,” said Richard Tsang, Founder and Chairman of SPRG. “We are therefore pleased to support the FCF with this scholarship, as it will open doors for communication students to gain truly global connections and experiences.”

In addition to the sponsors provided by the agencies, FCF provides its own annual program, with a focus on young scholars and aspiring professionals in developing countries and underserved communities. Partner universities will be announced for Foundation scholarships in coming months, with US\$ 100,000 in scholarship funding donated by Founder Allard W. van Veen. “Whether we are engaged in preventing disease or promoting sustainability, the world, more than ever, requires effective future communicators,” says Allard.

FCF Scholarships will be available at universities selected by funding partners and will fund communications education, tools, and training for young professionals, including professional development and travel to conferences. Senior undergraduates in departments and programs focused on communications, public relations, and journalism will be eligible to apply. The Scholarship program calls on students to develop a mock campaign addressing pressing social justice issues, and provides recipients with international networking through its global cohort, executive-level mentoring, and training opportunities with internships.

“We are very pleased to add our support for the Future Communicators Scholarships,” said Peter Finn, CEO and Founding Managing Partner of global agency FINN Partners (New York). “FINN Partners has a long history of supporting young people interested in entering the PR field.”

“Our support of the FCF Scholarships will add an international pillar to our scholarship program,” said Andreas Fischer-Appelt, Founder and Managing Director of fischerAppelt (Germany). “We are keen to professionalize young people's enthusiasm for communication and to find them an entry into the agency world.” FischerAppelt’s scholarship program provides financial as well as non-material support in cooperation with the GPRA, Germany’s association of leading communications agencies.

“We are pleased to support the international scholarships instituted by the FCF,” adds Madan Bahal, Co-founder and Managing Director of Adfactors PR (India). “Adfactors PR has been at the forefront in supporting the continuous learning and development efforts of PR professionals in India. The FCF Scholarships add an international dimension to our efforts and we hope to benefit many young professionals aspiring to make a career in public relations.”

About Strategic Public Relations Group (“SPRG”)

Founded in 1995, SPRG is one of the largest public relations networks in Asia-Pacific and the largest public relations consultancy in Hong Kong.

Fueled by a workforce of 250 professionals from 18 offices across the region and complemented by PROI Worldwide partners and other affiliates, SPRG provides one-stop, integrated communications services to clients in over 165 cities globally.

SPRG leads the Hong Kong IPO market and has proven its expertise in investor relations and financial communications since its inception. Underscoring SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, marketing and digital communications as well as issues and crisis communication management.

SPRG is a prolific award-winning agency, not only garnering multiple “Network/Agency of the Year” accolades by authoritative publications and prominent organisations. In addition, it is the only Hong Kong-based PR network to be ranked by PRovoke and PRWeek on their global top-tier lists. Visit www.sprg.asia for more information.

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