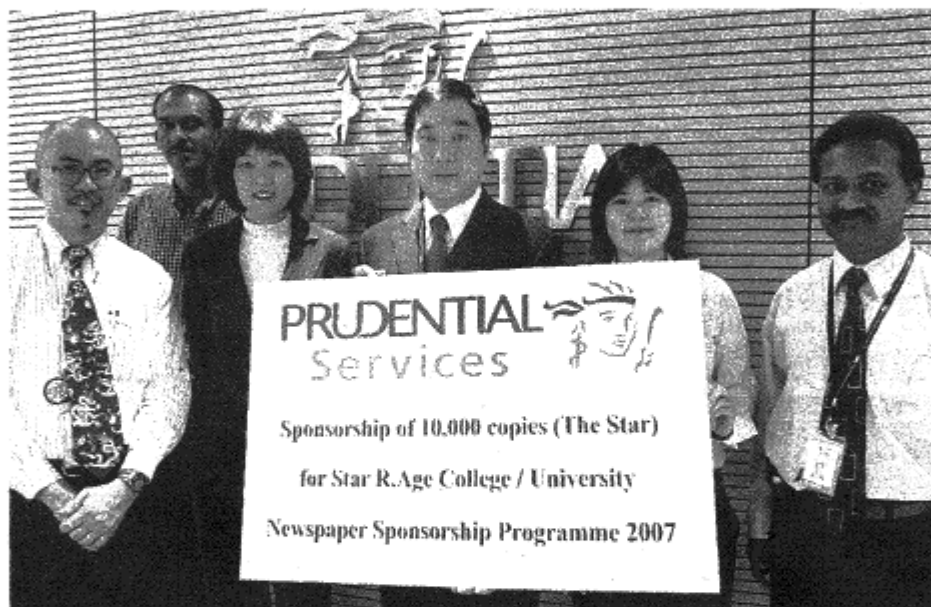


State 10000 copies of The Star for student
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10,000 copies of The Star for students



Inculcating the right value: Kong Siew Cheong (fourth from left) with Star, circulation executive, corporate sales/promotion, Grace Loh (second from right). From left are Star circulation, corporate sales Alvin Liaw, Star circulation, senior marketing representative S.P. Ramasamy, Prudential Services chief officer human resources, Michelle Chow Lai Pheng and Star, senior manager, circulation, Damodaram.

IN an effort to groom young leaders and educate them on contemporary issues, Prudential Services Asia Sdn Bhd is sponsoring 10,000 copies of *The Star* with the RAGE pullout to eight major campuses in the Klang Valley.

The campuses that will be receiving the copies are Universiti Sedaya College International (UCSI), Kolej Damansara Utama (KDU), Inti College, University College of Information and Technology (UCTI), Universiti Malaya (UM), Universiti Tun Abdul Razak (Unitar), Taylor's University College, Metropolitan College and Multimedia University (MMU).

Prudential Services, chief executive officer, Kong Siew Cheong said that they are excited to be part of such a

programme and working with an esteemed paper like *The Star*.

"Education has always been a priority for us and we are constantly looking at various ways we can help the younger generation to come out better in life," he said.

"We have seminars, workshops, awareness projects that involves youth to inculcate them with the right attitude and knowledge they need in the real world. When we work with these kids, we do it ourselves and we just don't inform them about the importance of having insurance or policies but we do it with the hope of getting them to realise what matters most in life," he said.

He said that although the youth nowadays were different from their

predecessors, they are more aware of changes.

"Each generation is unique and the younger generation nowadays are more creative and they are more exposed to the outside world. Therefore our method is very interactive based with quizzes, events and inter-varsity competitions.

"We want to create a platform for these students to learn about a whole new horizon of things outside the textbook in a wholesome manner and RAGE gives them the opportunity.

Kong said that RAGE had succeeded in capturing the very essence of what kids of a certain age group were looking for. From lifestyle ideas to the latest news on music and movies, RAGE delivers them all.