

SPRG AWARDS SCHOLARSHIPS TO INSPIRE FUTURE VOICES AT CUHK

(Hong Kong, 14 April 2026) – **Strategic Public Relations Group** (“SPRG” or the “Group”) held its annual scholarship presentation ceremony to recognise outstanding students from the Department of Journalism and Communication at The Chinese University of Hong Kong (“CUHK”). Three prestigious scholarships — the **SPRG Scholarship**, the **SPRG Future Communicators Foundation (“FCF”) Scholarship**, and the **CUHK RTCL Scholarship** — were presented to four deserving students in recognition of their academic excellence and creativity in the field of communication.



This year’s recipients include:

SPRG Scholarship: Liu Shuangying and Xing Yifei (*the latter is currently on an exchange programme in the United States and was therefore unable to attend the ceremony*)

SPRG FCF Scholarship: Ngai Wing Ting

CUHK RTCL Scholarship: Ke Zhikun

Liang Hai, School Director and Associate Professor (second from left), and Donna Chu, Associate Professor of the School of Journalism and Communication, CUHK (first from right), joined Mr Richard Tsang, Founder and Chairman of SPRG (third from left) and Veron Ng, Deputy Managing Director of Strategic Financial Relations Limited (first from left), in presenting certificates to the awardees during the ceremony.

SPRG has a long-standing commitment to nurturing young talent and elevating professional standards within the communications industry. Established in 2005 by Mr Tsang, the CUHK RTCL Scholarship has supported generations of exceptional students from CUHK’s Department of Journalism and Communication. To mark its 20th anniversary in 2015, SPRG partnered with CUHK



to launch the HK\$1 million SPRG Scholarship, reaffirming the Group's dedication to education and industry development. In celebration of SPRG's 30th anniversary last year, the Group pledged an additional HK\$300,000 to the fund, creating more opportunities for aspiring communication professionals. Recipients of the SPRG Scholarship are also invited to undertake extended internships at companies within SPRG's network across the Asia-Pacific region, gaining first-hand industry experience.

Launched in 2022, the SPRG FCF Scholarship was created to inspire senior undergraduates to address pressing social issues through innovative communication. The 2025 theme, "Developing Sustainable AI in Hong Kong", challenged students to design campaigns that raise awareness of the environmental impact of AI and its potential contributions to the greater good of society. Awardee Ngai Wing Ting was recognised for her campaign, "Less is More: AI Driven by Intelligence, Elevated by Care", which advocates the implementation of a "Green AI" labelling initiative to encourage responsible and sustainable technology usage.

"At SPRG, we believe that the future of communication lies in empowering the next generation to think critically, act responsibly, and lead with creativity", said Mr Tsang. "These talented CUHK students have demonstrated both academic excellence and a passion for the field of communication. Through our scholarships and internship programme, we aim to provide them with opportunities to learn, grow, and make a meaningful contribution to the future of our industry. We are proud to support them on their journey and look forward to seeing how they shape the profession in the years to come."

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 holistic communications services to local and international clients in APAC. SPRG has 230 professionals working from eight locations across the region. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.

About Future Communicators Foundation ("FCF")

The Future Communicators Foundation provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills around sustainability and climate. The FCF is an initiative of The PR Trust, a Canadian-based, US registered 501(c)(6) non-profit organisation that provides knowledge and networking opportunities, student scholarships and awards programs that elevate and empower aspiring professionals and young leaders in communications. Learn more at: <http://futurecomms.org> | <http://theprtrust.org>

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