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CHAN FONG SANG ANN, FOK WING HAY, AND WONG YAN HIN WIN THE 2024 SPRG FCF SCHOLARSHIP

(Hong Kong, 12th May 2025) – **Strategic Public Relations Group (SPRG)** and the **Future Communicators Foundation (FCF)** are happy to announce **Chan Fong Sang Ann, Fok Wing Hay, and Wong Yan Hin** as the team winners of the **SPRG Future Communicators Foundation Scholarship** for 2024. The team won for their “Move On! HK” proposal that gamefies healthier lifestyle choices and wellness activities through a mobile app.

In partnership with the FCF, SPRG sponsors a yearly HK\$20,000 Scholarship for senior undergraduates enrolled in the [School of Journalism and Communication](#) at [The Chinese University of Hong Kong](#). Along with the reward, FCF Scholarship winners receive a one-hour mentor meeting with a senior executive at SPRG. All applicants become members of the international FCF Cohort of students and young professionals.

The [SPRG FCF Scholarship](#) is focused around a yearly theme addressing PR strategies for sustainability and social justice, with the 2024 theme focusing on “**Smart ideas for engaging citizens in healthier lifestyle choices.**” Students are tasked with designing an inventive communications campaign that promotes healthier lifestyle choices while considering how to do so using low-cost means.

Chan Fong Sang Anita, Fok Wing Hay, and Wong Yan Hin won for “**Move On! HK,**” an “innovative initiative aimed at fostering a healthier lifestyle for Hong Kong citizens by tackling their sedentary behavior and health neglect.” Focused around “principles of gamification, social value, and motivation” via a mobile app, MoveOn! “strives to address social pain points” while “inspiring users to seamlessly incorporate physical and mental wellness into their routines.” The campaign’s message of “*Elevate Your Lifestyle, One Step at a Time*” aims to “spark a cultural shift from work-centric to holistic well-being.”

"Our campaign is built on the core value of transcending oneself," says **Chang Fong Sang Anita**, **Art Director** and **Producer** of **Move On! HK**. "We aim to inspire citizens to break free from sedentary habits and embrace a healthier, more active lifestyle by seamlessly integrating movement and wellness into their daily routines."

Beyond the competition, we carry this philosophy into our teamwork—pushing ourselves to think creatively, challenge boundaries, and craft campaigns that truly make an impact. Winning this scholarship reaffirms our commitment to driving a cultural shift where physical, nutritional, and mental well-being become second nature."



Issac (top), Hazel (left), and Anita (right) of Move On! HK.

Our campaign "inspires HK citizens to practice a healthy lifestyle effectively," echoes **Wong Yan Hin Issac**, **Copywriter** for **Move On! HK**. "We realized that we should start from the transcendence of human beings. Our campaign aims to provide our target audience motivation in actively embracing a healthier lifestyle."

"This isn't just a project—it's a movement for change," says **Fok Wing Hay Hazel**, **Account Manager** of **Move On! HK**. "'Move On! HK' inspires Hongkongers to move more, live better, and thrive in every way possible."



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"We are thrilled to recognise the dedication and intellect of these young talents," said **Richard Tsang, Chairman of SPRG**. "At SPRG, we remain committed to grooming the next generation of leaders by offering scholarships and exposure that transcend borders."

"Sustainability is one of the most pressing topics in today's society," added **Allard W. van Veen, Founder of The PR Trust**, the **501(c)(6) non-profit organization** that administers the **Future Communicators Foundation**. "I firmly believe that PR professionals can play a more prominent role in promoting sustainability. We hope that the scholarship will help to develop students' social conscience and encourage them to make an impact, in terms of promoting a fair and sustainable world."

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About Strategic Public Relations Group ("SPRG")

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown since and is today an integrated PR group that takes prides in its exceptional services to local and international clients in Asia Pacific. SPRG has 250+ professionals working from 18 offices across Asia Pacific, providing clients with holistic communication services. 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.

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About the FCF

The Future Communicators Foundation (FCF) 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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