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SMILE EASB

SMILE is a universal language.
A good day starts with a SMILE.
Don’t forget to SMILE!

PROTECTION OF STUDY IN SINGAPORE

EDUTRUST CERTIFICATION SCHEME

The Edutrust Certification Scheme is a voluntary scheme administered by the CPE for PEIs in Singapore. It replaces the CaseTrust for Education scheme administered by the Consumers Association of Singapore (CASE).

While the Edutrust Certification Scheme is voluntary, it is one of the prerequisites which PEIs that enroll international students must meet to qualify for the issue of Student Passes, as stipulated by the Immigration and Checkpoints Authority (ICA).

The scheme provides a means for better PEIs to differentiate themselves as having achieved higher standards in key areas of management and provision of educational services.

Edutrust Star (4 years)
This award is given to a PEI for having excelled in all key areas of management and the provision of quality education services. This mark is also a symbol of recognition for sustained efforts in organisational improvement.

Edutrust (4 years)
This award is given to a PEI for having achieved satisfactory to commendable performance in key areas of management and the provision of educational services.

Edutrust Provisional (1 year)
This award is given to a PEI which has attained a minimum level of performance in key areas of management and the provision of educational services. In accepting the award, the organisation acknowledges the need for improvement in its existing management practices and service provisions, and strives to achieve this.

Contact
EASB EVENTS

THE MONTH IN REVIEW

EASB OPEN HOUSE 2013

On 16th and 17th of March, EASB successfully held the Open House activity. The Open House attracted hundreds of people. Visitors learnt more information about our school and also our course quality. Some of our students did a presentation for the visitors. All the lecturers, students and visitors had a wonderful time together. This Open House will be a treasured memory kept in their minds forever.

Q1: How do you feel during the whole Open House?
- I felt excited but also a little nervous because it was the very first time I joined such kind of activity.

Q2: Did you enjoy this kind of activity?
- Of course! I love it! This is a chance to show our school and also ourselves to other people. I definitely want to join this kind of activity again!

I also interviewed parents and some visitors:

Q1: Did you enjoy this Open House activity?
- Absolutely yes! During this Open House I can feel the vibrant environment of this beautiful school with the many activities, and I have learnt more information.

Q2: What has this Open House succeeded in showing people about EASB?
- I think it has boosted the school’s branding and informed parents about the kind of learning support and professional school management given to their children.

The Open House successfully showed the parents and visitors about the school’s education policies and processes, and attention to quality. It has bridged the communication gap. This is the most effective communication channel.

22nd FEB
CHINGAY PARADE
The Singapore Chingay Parade is a traditional activity held during the Chinese Lunar New Year. Nowadays, it has been developed into a grand and popular street parade which includes a large number of magnificent spectacular shows such as the float parade. The picture below shows our serious preparation for Chingay. Come rain or shine, our members all stuck to the rehearsal and faced the difficulties together. As a result, we put up a good performance on the stage on 22 February. Asbers all stuck to the rehearsal and faced the difficulties together. As a result, we put up a good performance on the stage on 22 February.

28th JAN
3 VS 3 BASKETBALL
Dr Tan Jing Hee during the New Year hon our celebration dinner! Although we are far away from home, we experienced a home-like warmth at EASB. It was a good memory we will all treasure.

DIY BBQ
On 8 January, members of students council held a BBQ party in the student’s hostel. Each of us shared the work and cooperated with each other, which brought us a good meal and a cherished memory. During the process, we got to know each other better and made some new friends. It makes us more aware of the hard-won friendship among our international students.

3 VS 3 basketball match was organized by Basketball Sports Club (a Co-curricula Activity club). The volunteers and audience cheered the contestants excitedly, who were competing fiercely on the basketball court. We won the first place in this match, which was a reward for players who devoted all their hard work and training. We not only got popular from this game, but also strengthened our team work ability and group cohesion. We love sports, and health is us is important. We will be fighting fit for our next match” said Li, the leader of the basketball team.

CAREER & EDUCATION 2013
Career & Education 2013 Opened in Marina Bay Sands Expo and Convention Center. This event attracted not only public colleges to come to the exhibition also attracted private institutions and social-well known enterprises. East Asian Institute of Management as a veteran educational institution in Singapore also participate in this Event.

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28th JAN
NEW YEAR’S EVE DINNER
East Asia Institute of Management organised a grand dinner for the students remaining on campus during the Lunar New Year holiday. We enjoyed a good time with classmates and teachers through a series of activities. For example, making dumplings and exchanging oranges with one another. We even received ‘Hong pows’ and festive wishes from the school management, Executive Director.
I have a few details which are particularly interesting:
We support each other, and especially with strangers, learn how to take care of herself and being forced to figure out that she is not the ‘poor me’ type of girl. Throughout my interview, she was composed and calm.

Cherry lived with her mum alone from a very young age. For giving daughter and herself a better standard of life, Cherry’s mum worked very hard and left. Cherry with different relatives year after year. At the age of 10, when she should be enjoying being looked after by her parents, what Cherry could do at that time was, she started to learn how to live harmoniously with strangers, learn how to take care of herself and being forced to understand what she the reality is until one day she could be independent by herself. I could not imagine how she could survive such a childhood. What I could see in her eyes is a calm when she talked about her past.

Cherry studied at four various high schools. “Actually I know nothing about my future. What I want to do is just to be independent earlier to understand what the reality is until one day she could be independent by herself. I could not imagine how she could survive such a childhood. What I could see in her eyes is a calm when she talked about her past.

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Let’s Get to the Bottom! We all understand that a family is the foundation for shaping an individual's personality. No matter whether it is a happy or broken family, it is a truth that no one can deny.

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It is our great honour to have the Deputy Vice-Chancellor Jacqui Hare of CMU in our school’s convocation ceremony, and we were lucky to get this unique chance to interview her.

Although she was very busy on that day, she still spared some of her precious time for our interview.

The whole interview though is brief. Through this conversation, we got to know that actually Deputy Vice-Chancellor Jacqui Hare just arrived that day, but that she has visited our school and graced our EASB convocation ceremony several times. As for our school students’ future, she holds an optimistic view, because they make all effort to study when they are in school and they attend various types of activities to improve themselves and adjust themselves to a changing environment.

On top of this, she knows that EASB has set up a student committee that is a channel to help our students deal with different kinds of problems, and resolve their frustrations as well. Deputy VC Professor Hare told us there is also a student body in CMU, and they are very active also, so that means the two student bodies may have an opportunity for collaboration in the near future. And if we want to know more about CMU news on campus, just visit their website: www.cardiffmet.ac.uk

REPORTER: Sun Siya
EMAIL: sxyhbxf528218@hotmail.com
CLASS: Diploma in Hospitality & Tourism Management

Alumna of the Hubei University of Technology, China. Bubbly personality and keeps myself busy with singing, dancing, cooking, travelling, drawing and meeting people.

SUN SIYA
DHT student, China.

REPORTER: Ma JiaYi
EMAIL: celia1214@yahoo.cn
CLASS: BA Hospitality and Tourism Management

The education and career exhibition was held in Singapore at Marina Bay Sands Convention and Exhibition Centre on 1 to 3 March. I am honoured to have participated in this exhibition and served as a volunteer at the EASB booths. My role is to promote EASB to visitors at the fair. So I had more in-depth understanding of the EASB culture and also had a chance to improve my communication skills by speaking in public and becoming more confident at this exhibition.

I remember two years ago when I arrived in Singapore. At that time, in the face of an unfamiliar environment and school, I was a bit overwhelmed. Then classes began and I got to know my lecturers and classmates, and slowly built my self-confidence. In the past two years, I was a student helper for school and volunteered at the reception counter for graduation ceremony. I am now in the student committee and responsible for activity planning and implementation, as well as multi-media. Through the various activities organised by the school I let myself get more practical experience before entering the real world.

Although my student life is soon coming to an end at EASB, I believe that more than 2 years of accumulated experience and the ability to be a student helper while at school have enriched my life and made me a more confident student, ready to take on bigger challenges when I graduate.

MA JIAYI
MDC ‘14

Wanderlust eventually won me over. Currently a final year undergraduate majoring in Hospitality and Tourism Management. Hopes to travel the world one day.

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SINGAPORE CAREER & EDUCATION FAIR 2013

GROUP PHOTO
Students help the school to do some publicity, also a opportunity to display the quality and style of our students.

SINeeBEEEDucATIONFAIR2013

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MAXIMISE SUCCESS IN YOUR LIFE!

CLASS: Advanced Diploma in Hospitality Management

Join the Toastmasters!


Join EASB Hawlis Toastmasters club! Here, we provide you a platform to achieve your objective.

Evaluation Section

There will be a specific evaluator to evaluate your speaking immediately, help you improve your speaking skills and also improve your own listening skills and evaluation skills.

Prepared Speech

Members improve communication skills by working on giving prepared speeches in the Competent Communication manual, a series of 10 self-paced speaking assignments designed to install a basic foundation in public speaking. Once you completed the 10th speech, you will receive a Competent Communicator certificate from Toastmasters International and can use the title CC after your name in the Toastmasters community.

If you want to improve your speaking skill, build your leadership and organisational skill, join Toastmasters! Contact Cherry Zhou.

Cherry Zhou
ADHM STUDENT, China Member of Lee Club Member of Student Council

Email: cherryzlt@hotmail.com

If you want to improve your speaking skill, build your leadership and organisational skill, join Toastmasters! Contact Cherry Zhou.

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WAKE UP! LIFES CALLING

Start with what is right in front of you

If you are thinking about your situation, start by thinking about what you do not want and get those thoughts down on paper. You may find that the information you’re looking for is right there. Think about someone you know whose life you don’t want to emulate. What was it about their situation that turned you off? Is the opposite of that something that you do want to cultivate? There’s a temptation to want to sample everything before choosing but that’s a time-consuming approach. The world is full of options but there are likely a few that you can cross off the list right away. For me, I know I don’t want to be a professional sky diver or pursue any course of action that would result in a lot of public speaking. (No political dreams for me.)

Give yourself permission to dream

Take an hour or an afternoon, go somewhere you can hear your own thoughts and just dream. Take some advice from Donald Trump, “As long as you’re going to be thinking anyway, think big.” Imagine a world where you could meet all of your obligations, personal and financial, doing anything you’re worried. What would your day look like? What really matters to you? Choosing a direction in life needs to be less about success and more about fulfillment. Fulfillment. What makes you smile? What are the things that are so easy for you to do they feel like play? Which topics do you get so excited talking about that people ask you to slow down? Are you including these in your daily life? Not everyone will be able to make a full time living out of what they enjoy. However, each of us can live life more fully by finding a way to include these activities in our lives.

1. Is there somewhere you could volunteer using these skills?
2. Are there recreational activities that you could participate in?
3. Is it time to consider a career change?
4. Is it time to consider a job change within the same company?

The risk of choosing less than the best

I think that often we stay where we are because we’re “happy enough”. It’s nice enough, the money is good enough, the work is interesting enough. We settle because it is familiar. We think that there’s no risk in staying where we are. The truth however, is that staying in the wrong place may be the riskiest thing of all.

Think of what is at stake if you stay in the wrong place

Each of us has a limited number of days to live. Days lived in the wrong situation are irredeemable. Change can be scary but it’s not as scary as looking back on years and realising that things could have been different.

As long as we’re not talking about marriage, the risks of re-evaluating your situation may be less than you think. Marriage vows are forever. There are situations where forever is no longer possible, but there may be fewer of them than the media would have us believe. If you find your self looking at your spouse and longing for a change of scene, find a good counsellor. With marriage there is too much at stake.

The thing with direction is this: yes, you have to choose one, but you can always change your mind.

When we were growing up my Mom often reminded us that “very few things are fatal.” Her point was to be aware of our decisions but to remember that most of them can be reversed. There will be consequences, delays perhaps, or costs, but there are very few decisions that result in an irreversible outcome. Most of the decisions we make are not life or death choices. So arm yourself with knowledge, choose for the right reasons and take a step in a new direction. You just might find the life you’ve been looking for.

Begin by looking in

The idea is to design a career that fits you rather than trying to squeeze into something the wrong shape or a few sizes too small. To do that you must turn your attention inward. Get to know yourself thoroughly. Inquire into every aspect of your nature and personality. When you have achieved some internal clarity, then turn your attention to matching your vision to the realities of the outside world.

Seek full self-expression

You would be wise to honour every aspect and domain of your life. Consider each thoroughly if you want your work to be balanced and harmonious. Full self-expression doesn’t necessarily mean swinging from the chandeliers. It means including all the important parts of your nature and your intentions. A career that fits perfectly demands that you be who you are fully and do what you do naturally.

Everyone else on the planet, from the lowest amoeba to the great blue whale expresses all their component elements in a perfect dance with the world around them. Only human beings have unfulfilled lives. Only humans suffer from career discontent. But then again, we are the only inhabitants of the earth that get to decide what we will do with our lives. Since we have the option to choose to be the author of our destiny, why not choose wisely? The reward for taking on the adventure of choosing and creating a career is a life of fulfillment. There is nothing mystical or magical about this. It is simply a function of learning to have all aspects of your nature play together in harmony, like the instruments of an orchestra.

Contact:

Arnab Mitra
EMAI: arnab_mitra2512@yahoo.co.in

Diploma in Business Management

REPORTER: Arnab Mitra
Go back in time to a simper life at Pulau Ubin, the last village or “Kampong” in Singapore. A visit here is like taking a time machine back to the 1960s when things were much simper, as you’ll notice from the old wooden houses. Located off Singapore’s north east coast, the best way to get there is to take a bumboat from Changi Point Ferry Terminal.

I have been to this island a few times, and every time I came here it gave me different feelings. Sunny day or rainy day, when you arrive here, you become one with nature!

The name Pulau Ubin means “Granite Island” in Malay, which isn’t surprising, considering the many abandoned stone quarries there are on the island. The best way to explore Pulau Ubin is to hire a bike and ride around the island, although it remains a great place for a quiet stroll.

For a getaway from the hustle and bustle of the city, visit the Celestial Resort nestled at the Southwest of Pulau Ubin island. Hire a van or rent a bicycle for a short ride through the woods to get to the resort, which offers plenty of outdoor activities and water sports.

Along the way when you are walking or cycling, the rest shuttle is there whenever you need. There is an education centre to teach more and more youths how to protect the environment and also let the volunteers participate in the project to redevelop Pulau Ubin and its nature reserves.

One big attraction on the island is the flat at Chek Jawa, which has extremely rare ecosystems, animals and plants. You can also go on guided tours and nature walks while you’re on Pulau Ubin, but to save yourself from the multitudes of mosquitoes, don’t forget to bring lots of insect repellent. Around the whole island, the most interesting place was Chek Jawa, so I’m sure that you want to know how to access the wetlands. Upon arrival at the Ubin jetty, visitors can hire a van or rent a bicycle from the main village. For the more adventurous, a walk to Chek Jawa would take about 40 minutes. Chek Jawa Wetlands was officially launched on the 7th July 2007 by Mr Mah Bow Tan, Minister for National Development. New amenities in Chek Jawa Wetlands include an information kiosk, boardwalk, viewing tower, viewing jetty and a visitor centre with seminar room and workroom. The impact of human traffic on the grounds of Chek Jawa Wetlands is greatly reduced with the visitors now enjoying the splendors of Chek Jawa from the boardwalk.

Visitors can either cycle or hire a vehicle to get to Chek Jawa Wetlands. For the safety of visitors, bicycles and vehicles will have to be parked at designated lots near Punai Hut. Do remember to ask for a bicycle lock when you rent your bicycle.

Except for the wetlands, along the road you will pass a lot of natural views, you can see the coconut and durian trees when you look up the sky. The monkeys will chase you while you are walking along the path. At every step, every sight is breathtaking! What a great experience of “kampong” life!
The complex and varied colours, styles, and flavours of the authentic French pastry - Macaron has won the hearts of most young ladies who are obsessed with dessert. The fantastic and unforgettable taste of Macarons still lingered on my mind since the first time I’ve tried the pastry, and I was attracted to it ever since.

Macarons originated in Italy, introduced to France by the chef of Catherine de Medicis in 1533 at the time of her marriage to the Duc d’Orleans who became the King of France in 1547 as Henry II. The first Macarons were simple cookies, made of almond powder, sugar and egg whites. It was not until the beginning of the 20th century did the Macarons become a “double-decker” affair.

As the image of “shell+filling-shell”, Macarons are sandwich-like pastries, while Macaroons are quite plain and simple. It is better to visualize them by comparing their pictures.

As the image of “shell+filling-shell”, Macarons are sandwich-like pastries, while Macaroons are quite plain and simple. It is better to visualize them by comparing their pictures.

Even though Macarons have been internationally acclaimed by people and remain the best-selling cookie in pastry retail stores, there are still some people who are confused with Macaron and Macaroon. It was quite frustrating when seeing some food magazines refer to “Macaroons” as the real “Macarons”. I don’t fancy myself as a true expert, but as a big fan of Macarons, I would like to say one “O” can make an enormous difference.

The shells of Macarons are meringue-based, often made of egg whites, icing sugar, granulated sugar, almond powder or ground almond, food colouring, and usually filled with a flavoured butter-cream, ganache or jam. While Macarons also call for egg whites, but needed to add some ground or powdered nuts or coconuts.

Appearance Difference
As the image of “shell+filling-shell”, Macarons are sandwich-like pastries, while Macaroons are quite plain and simple. It is better to visualize them by comparing their pictures.

Pronunciation Difference
I believe that some people have already had the “AHA moment” after the illustration by pictures. Would you be more surprised when you realize that you might actually pronounce “Macaron” inaccurately all the time? The vocabularies of “Macaron” and “Macaroon” were both translated from French, they are quite similar yet the pronunciations are different. Let’s try the easy way and break this down. When we pronounce “Macaron”, “Mac” is pronounced as the “Mac” in “MacBook”; “Car” is pronounced as the automobile “Car”; and “On” is pronounced as the preposition word “On”. Macaroon is quite similar except the “Oon”. “Car” is pronounced as the automobile “Car”; and “On” is pronounced as the preposition word “On”. Macaroon is quite similar except the “Oon”.

When we pronounce “Macaron”, it can be the same way as the pronunciation of “oon” in “Moon”. Now we are clear! And don’t forget to pronounce “Macaroon” correctly next time when you order. It makes you look like a professional French pastry lover.

The Macarons stand out for its crisp marble-smooth shell and a thick syrupy middle that resembles pristinely smooth butterscotch.

The shells of Macarons are meringue-based, often made of egg whites, icing sugar, granulated sugar, almond powder or ground almond, food colouring, and usually filled with a flavoured butter-cream, ganache or jam. While Macarons also call for egg whites, but needed to add some ground or powdered nuts or coconuts.

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Appearance Difference
As the image of “shell+filling-shell”, Macarons are sandwich-like pastries, while Macaroons are quite plain and simple. It is better to visualize them by comparing their pictures.

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Music and the Brain

"Music is so naturally united with us that we cannot be free from it even if we so desired" (Boethius cited by Storr).

In general, responses to music can be observed. It has been proven that music influences humans both in good and bad ways. These effects are instant and long lasting. Music is thought to link all of the emotional, spiritual, and physical elements of the universe. Music can also be used to change a person’s mood, and has been found to cause physical responses in many people simultaneously. Music also has the ability to strengthen or weaken emotions from a particular event such as a funeral.

People perceive and respond to music in different ways. The level of musicianship of the performer and the listener as well as the manner in which a piece is performed affects the "experience" of music. An experienced and accomplished musician might hear and feel a piece of music in a totally different way than a non-musician or beginner. This is why two accounts of the same piece of music can contradict themselves. It cannot be proven that two people can feel the exact same thing from hearing a piece of music.

Responses to music are easy to be detected in the human body. As the body becomes relaxed and alert, the mind is able to concentrate more easily. Music also affects breathing rate and electrical resistance of the skin. It has been observed to cause the pupils to dilate, increase blood pressure, and increase the heart rate.

The power of music to affect memory is quite intriguing. Mozart’s music and Baroque music, with a 60 beats per minute beat pattern, activate the left and right brain. The simultaneous left and right brain action maximizes learning and retention of information. The beat pattern, activate the left and right brain. The simultaneous left and right brain action maximizes learning and retention of information. The beat pattern, activates the right brain. Also, activities which engage both sides of the information being studied activates the left-brain while the music activates the right brain action. The beat pattern, activates the right brain.

Music affects the mood and your mood affects the music. The psychological effect of music: Which states that a person will feel like listening to something that represents their internal state the most. That’s why lovers like romantic music, angry people like rock and happy people like techno.

"Music is the universal language, and love is the key to peace, hope and understanding, and living in harmony." — Mac Davis

Why do different people enjoy different types of music? There are several reasons, such as rhythm. Some people who like rap, rock, hip-hop, techno, etc. might not listen to the words and listen to the beat or the rhythm of the song. Another reason is that it may have a connection with someone’s past. If they listened to a certain genre when they were younger, they might like it because it reminds them of their childhood, or someone close to them liked it and they like remembering that person by listening to that genre or those genres.

Reveal information about your personality. Psychologists Jason Rentfrow and Sam Gosling suggest that knowing the type of music you listen to can actually lead to surprisingly accurate predictions about your personality.

Do you love seeking out obscure bands and indie artists? Fans of the indie genre are typically introverted, intellectual and creative. According to researchers, people who prefer dance music are usually outgoing and assertive.

Classical Classical music lovers are typically more introverted, but are also at ease with themselves and the world around them. They are creative and have a good sense of self-esteem.

Jazz, Blues and Soul People who enjoy jazz, blues or soul music were found to be more extroverted with high self-esteem. They also tend to be very creative, intelligent and at ease. So, the next time you turn on your TV, radio or iPad, or go to a movie or a concert, pay attention to the music and imagine what your world might be like without it. Then, think a musician for being the instrument through which it all flows.

So turn up the music and sing along. Let the world know you believe in yourself and your mission to change the world with your love for music.

Music and the Brain: How music affects people’s moods

Music can change a person’s mood in a few seconds; let him recall a certain past situation that happened to him clearly and can change his mental state.

Even though most people believe that motivating music will motivate the person who listens to them still there are certain points that if not taken into consideration then the motivating music will have no good impact on the person’s mood or can even have a negative impact!!

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One of the most remarkable aspects of Singapore is the truly cosmopolitan nature of its population, a result of the country's geographical position and commercial success. Established by Thomas Stamford Raffles as a trading post in 1819, the small state of Singapore soon attracted migrants and merchants from China, the Indian subcontinent, Indonesia, the Malay Peninsula and the Middle East.

Drawn by the lure of better prospects, the immigrants brought with them their own cultures, languages, customs and festivals, inter-marrying and integrating into the fabric of Singapore's multi-faceted society, giving it a vibrant and diverse cultural heritage. By the end of the 19th century, Singapore became one of the most cosmopolitan cities in Asia, with major ethnic groups in the country being the Chinese, Malays, Indians, Peranakans and Eurasians.

Today, the ethnic Chinese form 74.2% of the Singaporean population, with the country's original inhabitants—the Malays, comprising of 13.4%. The Indians make up 9.2%, and Eurasians, Peranakans and others making up a combined 2.2%. Singapore is also home to many expatriates, with almost 20% of them made up of non-resident blue collar workers from the Philippines, Indonesia and Bangladesh. The rest of the expatriate population include white collar workers coming from countries as diverse as North America, Australia, Europe, China and India.

As a reflection of its cosmopolitan nature, Singapore has adopted one representative language for each of the four major ethnic groups. The four official languages in Singapore's constitution are English, Chinese, Malay and Tamil. However, in recognition of the status and influence of the Chinese, Mandarin is promoted as the main language for the Chinese in Singapore, while English and Tamil are the other major languages used in daily life. While English is the main language taught in schools, children also learn their mother tongues to ensure that they stay in touch with their traditional roots.

Among the different Chinese dialects, Mandarin is promoted as the main language for the Chinese in Singapore, while Hokkien, Teochew, Cantonese, Hainanese and Foochow which are dialects. The second most commonly-spoken language among the Singaporean Chinese is Mandarin, which is a basis for the Mandarin-based creole that is commonly known as Singlish. A badge of identity for many Singaporeans, Singlish is a variant of the language that includes words from Malay, as well as Chinese and Indian languages.

Almost everyone in Singapore speaks more than one language, with many people speaking as many as three or four. Most children grow up bilingual from infancy, learning other languages as they become older. With the majority of the literate population bilingual, English and Mandarin are the most commonly used languages in daily life. While English is the main language taught in schools, children also learn their mother tongues to ensure that they stay in touch with their traditional roots.

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Earth Hour is a worldwide event organised by the World Wide Fund for Nature (WWF) and held towards the end of March annually, encouraging households and businesses to turn off their non-essential lights for one hour to raise awareness about the need to take action on climate change. The event, conceived by WWF and Leo Burnett, first took place in 2007, when 2.2 million residents of Sydney participated by turning off all non-essential lights. Following Sydney’s lead, many other cities around the world adopted the event in 2008. Earth Hour 2013 was held on 23 March 2013 from 8:30 p.m. to 9:30 p.m. during participants’ local time.

I Will If You Will (IWIYW) is an Earth Hour campaign to encourage positive action for the environment. The actions required are up to the individual or group. They could be big or small and it might be a simple lifestyle change or maybe something that leads to political change.

The campaign intends for people to become the inspiration to their friends, family, colleagues and communities by sharing what they’re willing to do to protect the planet.

Singapore, perceived as the business hub in an ideal geographic location, will offer the level of connectivity and opportunity the Earth Hour campaign needs to move forward. In addition, it’s “great for business, great for communications, brilliant for digital. And it’s got great people who can work for us,” said Ridley.

This move represents the next frontier of the campaign with Singapore acting as a gateway that bridges Southeast Asia, a growing community base for Earth Hour, to the rest of the world.

WWF Singapore’s Official Earth Hour Ambassador, Nadya Hutagalung also attended the launch to announce her “I Will If You Will” challenge for Earth Hour 2012. The 37-year-old former model and iconic face of MTV Asia has been supporting the campaign since 2009. An avid eco-activist, Nadya and her husband, ex-national swimmer Mr. Desmond Koh, will be challenging their friends and fans to become vegetarians for a month. Nadya will also be announcing a new and exciting IWIYW challenge in the coming days.

Gao Song (Sabrina)
CBE student, China

Hobbies and Interests:
Science and technology; politics; fashion; environmental protection; swimming; yoga; singing; dancing, etc.