

## PRESS RELEASE

For Immediate Release

---

**They pick themselves up!**

### Press Release Contact Information

Eileen Feng / Merry Tay

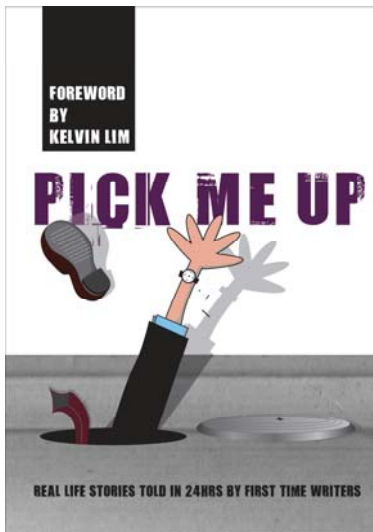
Public Relations

344A Joo Chiat Road Singapore 427595

Contact number: 65 96262364

Email: [pickmeupbook@gmail.com](mailto:pickmeupbook@gmail.com)

Website: <http://www.pickmeup-book.com>



18 January 2008

The clock is ticking.

No effort is being spared; everyone in Executive Coach International is being activated to help out during these critical hours of operation. It is heartening to see how every minute of the 24- hours is so precious in contributing to the “Pick Me Up” campaign. Since 11 January 2008 (Friday), people have been staying overnight at the headquarters- thousands of call are being made, thousands of emails and SMS are being sent out.

A brief recap: It all started when a team of 42 people from multi-racial and diverse cultural backgrounds came together on a Friday evening to write a book. Their first challenge was to launch the book in 24 hours. And they did the impossible! To turn their dream into reality, their second challenge was to reach out to 10 million people and sell 10,000 books – by 2pm, 18 January 2008. 60% of the proceeds will go to the

Make-A-Wish Foundation which fulfills wishes of children stricken with terminal illnesses.

In the earlier part of the day, our forces were deployed into two: One group carried on with the marketing blitz while the other group went on 93.8 FM and 95.8 FM to publicize our charity endeavor. Next, we had to cope with the upheaval of having to uproot from our base in Joo Chiat to move to Seng Kang as our office in Joo Chiat was to be utilized for pre-arranged classes.

In mid afternoon, there was reason to cheer as news filtered in that our first sponsor came in with an order for 250 books. (More information will be given in the next press release.) Encouraged, the rest of us carried on our mission with single minded determination. Besides approaching friends and colleagues, our strategy also included approaching companies to sign up for bulk corporate purchases as well as approaching prominent internet marketers to partner with us to help realize the children’s dreams. As night approached, we battled fatigue to press on towards our goal. Indeed, what was so close to our hearts was that we wanted to share with fellow Singaporeans that we all can rise up to be greater than who we thought we were. We sincerely hope that all who hears of this will answer our rallying cry.

Many eyes are upon us. Will we succeed? We are sure many people wait for the results with bated breath.

To all our supporters, listen out for the announcement of our end-January’s launch party! Expect more impossibilities from the Pick Me Up team!

## LINK TO CHANNEL NEWSASIA:

<http://www.channelnewsasia.com/stories/singaporelocalnews/view/322497/1/.html>



The screenshot shows a web browser window displaying a news article on Channel NewsAsia. The article is titled "42 amateur writers launch inspirational book in under 24 hours" and is dated 14 January 2008. The article text describes how 42 amateur writers compiled their personal inspirational stories into an e-book in 24 hours, which was then sold in another 24 hours. The book is titled "PICK ME UP". The article includes a quote from Executive Coach International's founder Kelvin Lim, who said, "I thought they were amazing. The part about... producing a book (in 24 hours) was difficult, but doable." and another quote: "And what was actually more amazing was that after they (passed) the 24-hour deadline, they actually worked on a second edition of the book. By the time we came to this (marketing) blitz, there was a third edition." The article also mentions that the book became a very symbolic representation, evidence of them being able to do this, to show people "Hey, look world, this is our story," he added. The writers are between 20 and 66 years old and come from all walks of life. The page includes a navigation menu with categories like HOME, ASIA PACIFIC, SINGAPORE, WORLD, BUSINESS, SPORT, TECHNOLOGY, ENTERTAINMENT, SPECIAL REPORTS, and YOURnews. There are also advertisements for Power Search, PRIMETIME MORNING, and Health. The browser window shows the address bar with the URL and the taskbar at the bottom with various open applications.

## VIDEO OF THE COVERAGE:

[http://video2.channelnewsasia.com/cnavideos/multiplevideos\\_watermark.asp?skin=player1.swf&bgskin=plaverbackground.swf&filename=mon05.flv&adfilebefore=avivaK4.flv&adfileafter=&playmode=S](http://video2.channelnewsasia.com/cnavideos/multiplevideos_watermark.asp?skin=player1.swf&bgskin=plaverbackground.swf&filename=mon05.flv&adfilebefore=avivaK4.flv&adfileafter=&playmode=S)

## SUPPORT:

They have received support from Make-A-Wish Foundation (Singapore) Ltd, Member of Parliament for Aljunied GRC, Mdm Cynthia Phua, local playwright and actor of Dim Sum Dolly fame, Ms Selena Tan and buyers from overseas in Australia, Brunei, Canada, India, Malaysia.

CEO, Make-A-Wish Foundation (Singapore) Ltd, Debbie Seah said "Make-A-Wish seeks to make a difference in the lives of our wish children who are suffering from life threatening illnesses by making their dreams come true. Just like this group of wonderful people, we believe in the Power Of A Wish and for these children it creates hope, happiness and strength as they battle their illness. We are grateful to this group for choosing us as a beneficiary of their worthy cause and wish them great success in their mission."

Member of Parliament for Aljunied GRC, Mdm Cynthia Phua said "I am delighted to see a diverse group of individual Singaporeans coming together to spread the message that dreams are indeed possible! They are indeed remarkable to take on this big challenge within a day to reach out to the world to encourage people to live their dreams"

Local playwright, actress and Dim Sum Dolly, Ms Selena Tan said "I am delighted to see a group of great people coming together to spread the message that dreams are possible. Like them, I too am a big believer

that dreams can come true if you put your heart to it. It is so exciting to see them take on such a big challenge to reach out to the world”

**From our supporters (in blogs, emails, smses):**

“Hi! Just saw you guys on tv. Just want to say that what you guys are doing is great ☺” – Leonora, Bank Analyst

“Wow , saw you on tv, cool! It is unbelievable but you guys did it. So proud of you all. It’s time for me to run much faster also... not just walking. ACTION!” – Micheal Yu, Engineer

“I know that irrespective of whatever happens to the book, something “cool” has happened to each one of them on the project - and that’s what matters!” – Rajesh Setty, Blogger

“Congratulations!! How inspiring and encouraging your fearless acts of faith will become to so many underachievers who still don’t believe that they can beat the odds with God’s help.” - Manchild

**My Paper, 14 January 2007:**



## 200 copies snapped up

**Team sets another 24-hr target to sell 10,000 copies of e-book by this afternoon**

**MARCEL LEE PEREIRA**

**T**HE challenge: Write and publish a book in 24 hours. Not only did a team of 42 people successfully complete the task, they immediately embarked on another 24-hour mission – to sell 10,000 copies of their book by 1.11pm this afternoon.

The 170-page e-book, called Pick Me Up, is a compilation of 42 personal accounts about overcoming life’s challenges, and turning dreams into reality.

It is available in electronic copies.

It all began with an idea 12 graduates from coaching organisation Executive Coach International (ECI) had been toying with for a few weeks.

The diverse group of bankers, housewives, students and financial planners, among others, had wanted to compile their personal success stories into a book.

Many of them had faced problems at home and at work, and overcame them with help from the personal development coaching they went through, and they were keen on sharing that with a wider audience.

ECI founder Kelvin Lim, 36, told *my paper* yesterday: “They have been talking about it for the last two months. Being their coach, I said – I’m going to kick your asses, let’s make it happen – and you’ve got 24 hours to do it.”

The writing began at 5.15pm last Friday, and what followed was a mad scramble to get the book out.

Another 30 ECI graduates were also roped in to contribute their stories, while others focused on marketing the project and recording their progress on a blog.

They were held up for the entire 24 hours in ECI’s office – each taking only one to two hours’ naps in between.

Amazingly, one hour before they launched the book on Saturday at 5.15pm, over 100 copies had been sold via its website. As at 7pm yesterday, another 100 were sold.

Customers can enter their credit card details to receive a link to download the soft copy.

One of the team members is Miss Eileen Feng, 22. Her story on how she successfully raised \$150,000 to start a fashion boutique at Haji Lane in January 2007 also appears in the book.

She said: “We want to bring across the message that everything is possible.”

Added ECI’s Mr Lim: “10,000 books is a significant amount to begin to make a dent in the world.”

Yesterday, at 1.11pm, the team embarked on a marketing blitz, reaching out to contacts in around the world to help sell the book.

“Whatever it takes, we will make it happen,” declared Miss Feng.

The e-book is sold at \$20 each, and 20 per cent of the proceeds will go to the Make-A-Wish Foundation, which grants wishes to children with life-threatening illnesses.

To buy the book, go to [www.pickmeupbook.org](http://www.pickmeupbook.org)  
[marcelp@sph.com.sg](mailto:marcelp@sph.com.sg)

**HELPSDESK 我的字典**

- Challenge: 挑战 tiǎo zhàn
- Compilation: 合集 hé jí
- Blitz: 闪电战 shǎn diàn zhàn