

PRESS RELEASE

For Immediate Release

How much are you willing to invest your dream into reality?

Press Release Contact Information

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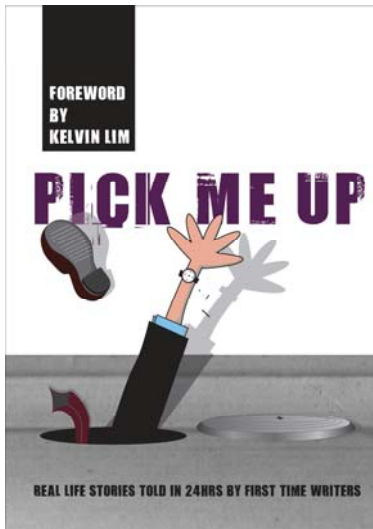
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Many of them camped overnight at the “Pick Me Up” Operational Centre. Some of them have taken leave; others have fallen ill and taken medical certificate to excuse themselves from work. But their commitment to Make-A-Wish Foundation still stands strong.

For them, every moment counts for the children in Make-A-Wish Foundation. This book is written, launched, marketed over 5 nights. The team is still working hard, running fast.

How much are you willing to invest to turn your dream into reality?

Indeed, time is running out for them. They only have 2 more nights to achieve their targets of 10,000 books. So far, the visitors to their website of www.pickmeup-book.com have been increasing significantly! But they need more supporters to help them achieve their target.

So far, the largest single donation came from a Senior Manager from a top architecture firm. She has donated \$1288 to this campaign.

“Running this campaign is like running more than 100 times of the charity television program that we watched on TV. We need every Singaporean’s support to help turn the children’s dream into reality”, said Rosli, graduate of Singapore Polytechnic.

Merry Tay, a key leader of the team, said “It is so exciting to see our vision come true; sharing the message from Singapore that- making our dreams come true is indeed possible. Working with people from different cultures has made our story richer. We have received a lot of support from organizations with different backgrounds, we look forward to achieve our goal in the time left of 72 hours.”

While Singaporeans are asleep, this group of people has reached out to continents in different time zones, selling their books to people in Australia, Brunei, Canada, India and Malaysia.

This is their commitment to a good cause – that of telling the world that even the impossible can be attempted. Not only are they determined to have their message heard by the world, they are committed that we do not let such a setback stop us. Furthermore, their (charity) proceeds of 60% would be donated to Make-A-Wish Foundation for these 72 hours. They still stand strong and committed in supporting the people in Make-A-Wish Foundation, making the children’s dreams come true.

LINK TO CHANNEL NEWSASIA:

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



The screenshot shows the Channel NewsAsia website in Internet Explorer. The main article is titled "42 amateur writers launch inspirational book in under 24 hours" by Chio Su-Mei, dated 14 January 2008. The article describes how life coach Kelvin Lim brought together 42 amateur writers to compile an e-book in 24 hours. A photo of the book cover, "PICK ME UP", is shown. The website layout includes a navigation menu, a search bar, and various advertisements like "Click here for Power Search" and "PRIMETIME MORNING".

VIDEO OF THE COVERAGE:

http://video2.channelnewsasia.com/cnavideos/multiplevideos_watermark.asp?skin=player1.swf&bgskin=playerbackground.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:

42 PEOPLE **24 HOURS** **1 e-BOOK**

200 copies snapped up

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

MARCEL LEE PEREIRA

THE 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 holed 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
marcelp@sph.com.sg

HELPDESK 我的字典

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