

PRESS RELEASE

For Immediate Release

How much are you willing to invest in your dream?

Press Release Contact Information

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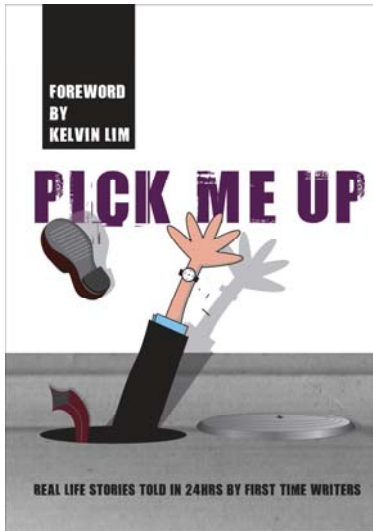
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17 January 2008

News of the “Pick Me Up” book has reached 10 million people and the “Pick Me Up” team is still running for another 72 hours!

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!

The book was sent out to the world at 5.15pm on Saturday (12 January 2008), ready to be picked up!

The book, “Pick Me Up” was written to share with the world how 42 people (from 20 years old to 66 years old) have picked themselves up from their problems, and turned their dream into reality in a short period of 2 months. These 42 people come from a diverse background that includes a banker, entrepreneur, several directors (including one of

a real estate company), students, and house wives.

To turn their dream into reality, their second challenge was to reach out to 10 million people and sell 10,000 books – in 24 hours no less. At 6.30pm, 5 hours after their deadline, they reached out to 10 million people.

The book “Pick Me Up”, written by 42 first-time writers, has been featured on television stations- Regional station Channel News Asia, Singapore stations Channel 5, Channel U, Channel 8, Suria, and radio station Live 93.8. Four of the writers will be sharing their real life stories on the radio 93.8 talk show, Living Room, on 17 January 2008.

Another 5.8 million people have picked up the news about the book through weblogs, Friendster, Yahoo Groups, Face Book, Hardware Zone, telephone calls, and e-mails.

They are still awaiting calls from 300 over local and overseas journalists (from Europe, USA, Asia, Africa, Australia & New Zealand).

This group is going all out to make things happen. From 24 hours, they are extending their commitment to another 72 hours (from 2pm on 15 January 2008 to 2pm on 18 January 2008). They want to reach out to the world, inspire them to make a difference to their lives. Their target is to sell 10,000 books, and donate 60% of the nett proceeds to the ‘Make-A-Wish’ Foundation, to support the children and turn their dreams into reality.

Indeed, time is running out for them. They only have 1 more night to achieve their target 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.

They have quadrupled their sales of books on the 24th hour of the campaign. 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, a graduate of the Singapore Polytechnic.

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, Malaysia and Shanghai.

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 ‘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 a web browser window displaying a news article on the Channel NewsAsia website. 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, led by life coach Kelvin Lim, managed to compile and launch an e-book in just 24 hours. The book is titled "PICK ME UP" and features a cover image. The article includes a quote from Kelvin Lim and a "Related Videos" section. The website layout includes a navigation menu on the left, a main content area, and advertisements on the right. The browser's address bar shows the URL: <http://www.channelnewsasia.com/stories/singaporelocalnews/view/322497/1/.html>. The browser's taskbar at the bottom shows several open applications, including Gmail and a media player.

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 the '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, short-message-services):

"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!" – Michael 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

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 or 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