

PRESS RELEASE

For Immediate Release

Statement of New Release Update

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Dear Sir/ Mdm

This is a statement to update you on the previous press release (“**The impossible challenge: Sell 10,000 books within the next 24 hours**”, 13 January 2008).

We are less than two hours before our deadline at 1.11pm. From our observation, the time zone and factors have affected the deadline, causing a delay longer than what we have expected. We are disappointed that we may miss our first target. However, we are not disappointed with the effort we have put in. The world needs to know what we are doing and going through. Our commitment is not about racing against time. It is the message that we want to bring across – that we stand for possibility. Our commitment is to turn our dream into reality, and share this with the world. Through our stories, we want to reach out to the world, inspire them to make a difference to their lives.

People whom we have contacted are still interested to support us in our project. We are featured in My Paper, 938 Live News Room, Channel News Asia and still awaiting calls from 300 over local and overseas journalists (from Europe, USA, Asia, Africa, Australia & New Zealand ...).

So far, we have contacted over 5.8 million people through Blogs, Friendster, Yahoo Groups, Hardware Zone, telephone calls, and emails, short of our target of 10 million.

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."

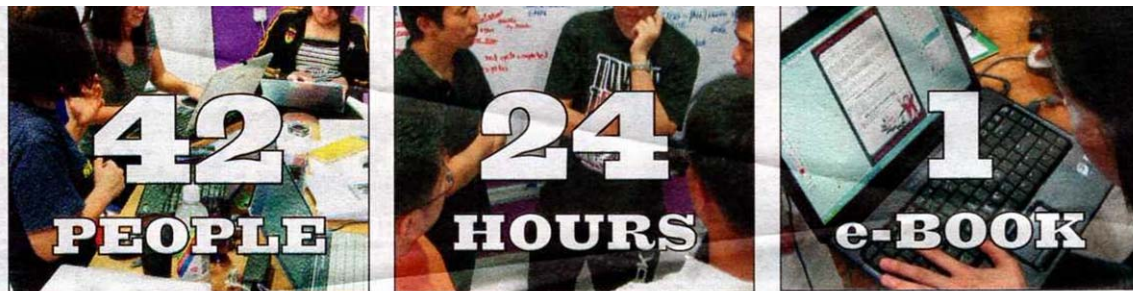
Member of Parliament for Aljunied GRC, Mdm Cynthia Phua said "I am delighted to see a diverse group of individual Singaporeans coming together to spread the message that dreams are indeed possible! They are indeed remarkable to take on this big challenge within a day to reach out to the world to encourage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

Celebrity of Dimsum Dollies, 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”

Your response to us will directly impact our target of reaching out to 10 million people. We are seeking media coverage within the next 72 hours.

This is our commitment to a good cause – that of telling the world that even the impossible can be attempted. Not only are we determined to have our message heard by the world, we are committed that we do not let such a setback stop us. Furthermore, we have raised our (charity) proceeds from 20% to 60%, donating the fund to Make-A-Wish Foundation for these 72 hours. We still stand strong and committed in supporting the people in Make-A-Wish Foundation, making the children’s dreams come true.



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