



Asia-Pacific Media Alliance for Social Awareness

- A media collaboration for building public awareness -

MEDIA RELEASE

New board appointments announced by The Media Alliance

Singapore, 4 January 2011: The Asia-Pacific Media Alliance for Social Awareness ('The Media Alliance') has announced the appointment of two prominent Singaporeans to its Board of Directors.

They are Chua Foo Yong, a former CEO of MediaCorp TV and one of Singapore's most experienced broadcasting personalities; and Elim Chew, the Founder and President of the 77th Street fashion chain, and a well known advocate for social entrepreneurship.

The Executive Chairman of The Media Alliance, David Astley, said he was delighted that both Mdm Chua and Ms Chew had agreed to become directors, as they would bring different skills and experience to the board.

"Foo Yong is a broadcast industry veteran and knows the media scene in Singapore inside out," he said. "She is also well connected in China and understands the political and cultural sensitivities involved in conducting public awareness campaigns in different countries."

"Elim is one of Singapore's most successful businesswomen and a strong supporter of CSR in business," Mr Astley went on. "She's well connected to young people through her involvement in many youth organizations, and understands their aspirations to create a better world for future generations".

Chua Foo Yong started her career as a producer/presenter for news, current affairs and entertainment programming, and rose through the ranks of Singapore's top media company, MediaCorp, to senior management positions in both radio and television, and headed up the company's business development initiatives in Greater China.

In 2008, Mdm Chua became the Managing Director of the Singapore Media Academy (SMA). Under her leadership, Singapore's first and largest media training centre with state-of-the-art facilities was launched. Today, she is a board member of Singapore's Council for Third Age and Centre for Enabled Living.

Mdm Chua is an advocate of corporate social responsibility (CSR) in the Asian media industry with a particular interest in promoting awareness of ageing issues in Singapore and sharing experiences and best practices with other countries in the Asia-Pacific region.

Elim Chew founded 77th Street in 1988, and since then it has grown into one of the leading young adults streetwear fashion retail chains with outlets in Singapore, wholesale distribution in India, and the 77th Street Plaza shopping mall in Xiden, Beijing.

She is a well known advocate for social entrepreneurship and was named as one of Forbes Asia's Heroes of Philanthropy in 2010. Ms Chew promotes the concept of business models to solve social issues to bring about sustainability to the marginalized. She believes that businesses can prosper and do good at the same time to create a more sustainable, inclusive and better world.

A winner of several prestigious business awards, Ms Chew is a member of the board of directors of Singapore's largest media company, MediaCorp, and serves on over 20 other boards and committees of public service, youth and community organizations. She is an active advocate and supporter of World Vision.

The Media Alliance's Board of Directors is responsible for the corporate governance of the organization which is registered as a non-profit company in Singapore.

The new board appointments took effect on 1 January 2011.

The Media Alliance also has a Board of Advisors comprising senior level industry executives from around the Asia-Pacific region. These advisors provide high-level assistance in countries outside of Singapore and expertise from other industry sectors. A full listing of the Board of Advisors can be found on The Media Alliance's website at <http://www.mediaalliance.asia/board-of-advisors>

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The **Asia-Pacific Media Alliance for Social Awareness** ('The Media Alliance') is a Singapore-based non-profit organization formed through the involvement of a group of Asia-regional media industry executives and their companies. The Media Alliance has come together to leverage valuable media "inventory" or media space for the delivery of critical pro-social messaging through Public Service Advertising, entertainment and editorial content. The Media Alliance also leverages the contribution of creative expertise of advertising agencies in the production of high-quality campaigns designed to achieve maximum target audience penetration. The Media Alliance stakeholders include **(1) Media Companies**, including print, broadcaster, online, outdoor, cinema and in-flight who provide media space for pro-social campaigns; **(2) Advertising & Creative Agencies**, who contribute in-kind creative and production services **(3) International Development and Donor Organizations** working in sustainable development; and **(4) Private-sector Companies** supporting Corporate Social Responsibility initiatives.