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MEDIA ADVISORY

**ONE WORLD MEDIA WINS THE HEARTS OF
THE YOUTH ASSEMBLY AT THE UNITED NATIONS**

*... being a **Smart Nation** is more than just making our lives more convenient, it **can also strengthen our community and society, help us to connect to those we care deeply about.** Enable us to do things we never imagined we could do, and **empower communities to look out for and help one another.**"*

*Prime Minister Lee Hsien Loong
Smart Nation Launch, 24 November 2014*

In a world that is fastly-connected via new technology, they felt that they have found a project that will alleviate the information sharing to a level that is more effective and productive. Thus, these two local youths, Muhammad Haziq Mohd Rashid and Aslam Shah Iskhkandar Shah were prepared to make their pitch - **an organised online sharing platform which makes socially-impactful ideas and stories readily shared, presented and conceived globally** thus alleviating information-sharing to a level that is more effective and productive - won the hearts of the UN high officials at the recent Youth Assembly at the United Nations (YA@UN). The duo had wanted to present it together but when one of them fell sick and had to be hospitalised, it became a stronger motivation for the other to strive and win for the team. The uniqueness of this project is seen as having the potential to be a **global platform for people worldwide to connect, engage and support social causes**, through intellectual discourse, in a personalised manner.

Therefore in an engagement with **Minister for Communications and Information Yaacob Ibrahim** this coming Wednesday, 18 February 2015, Haziq and Aslam will be sharing their project idea and experience presenting it at the YA@UN.

We welcome you to join us in this engagement and lend coverage to this socially-meaningful effort. Photo opportunities and interviews will also be available.

Details of the event are as follows:

Day, Date :	Wednesday, 18 February 2015
Time :	12.00nn to 1.00pm
Venue :	Yayasan MENDAKI 51 Kee Sun Avenue Singapore 457056

We would appreciate it if you could confirm your attendance by 5.30pm today, 17 February 2015. Please do not hesitate to call or email the officer named below, if you require further information.

We look forward to your presence. Thanking you in advance and looking forward to your continued support of this community effort.