

SUNWAY COLLEGE SLOGAN COMPETITION

The search for the most suitable and catchy slogan for Sunway College began on 9th May 1988.

A month after the launching of the competition, HRD received a total of 177 entries from 34 participants. Although most of the participants were from the Head Office, we did receive quite a number of entries from staff members working at SWQI, SWMkt and Sunway College.

The slogan competition was judged by a panel comprising of:

Datuk Haji Lokman bin Haji Musa
Dato' Jeffrey Cheah
Mr Noel Derby of McCann-Erickson
Mr Felix Abisheganaden of
Prestige Communications
Mr Sen Gupta
Dr L J Fredericks

on 4th July 1988 at Wisma Sungei Way.

After considerable discussion, the Panel of Judges decided that the most apt

tag line for Sunway College is as follows:

“Overseas Education Begins Here”

The above slogan was based on the entries submitted by Roslinda Abdul Ghani (Sunway College) and Rose Ho Nee Juan (SWQI). Although their entries were not exactly similar to the slogan selected, the Panel of Judges decided that their basic ideas were reflected in it.

As such, the Panel of Judges agreed that Roslinda and Rose Ho will share the winning prize of \$300. They will receive their prizes during the anniversary celebrations of Sunway College to be held in late August 1988.

To Rose and Roslinda, congratulations. To the rest, thank you for participating and making the competition a success.

Christina Wendy Lee
Human Resource Division