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## CHEERING SINGAPORE 2010 YOUTH OLYMPIC GAMES NATIONAL NEW MEDIA CHALLENGE

1. Innova Junior College Centre of Excellence for New Media, together with Media Development Authority and Singapore Youth Olympic Games Organizing Committee, is pleased to invite all secondary schools to participate in **National New Media Challenge 2010**.
2. **National New Media Challenge** is organized to promote new media literacy, foster creative talent and inculcate in students a sense of innovation and community involvement through the use of new media.
3. As part of the lead up to the Singapore 2010 Youth Olympic Games, **National New Media Challenge 2010** seeks to encourage students to apply their multimedia skills in creating media rich websites showcasing Olympic Education in their schools. Through this challenge, students will also cultivate a sense of national identity, innovation and community involvement through the responsible use of new media.
4. Winners of the Challenge will receive over \$10000 worth of prizes such as Adobe Creative Suite 4 Master Collection and Wacom hardware to further explore their creative potential. Additionally, their works will stand a chance to be featured on the SYOGOC website and be visited by youths from all around the world.
5. This challenge will start from 8 February 2010 and ends on 2 July 2010. For competition details, please refer to the accompanying entry kit (Annex A). Schools interested in participating may do so by completing the attached form (Annex B), duly signed and faxed to us at 6894 3655.
6. Should you have any queries, please feel free to contact Ms Alicia Poo Peng Peng at 6398 3475 or Mr Billy Tan at 6518 0110 for further clarifications. Alternatively, you may email us at [feedback@nma.sg](mailto:feedback@nma.sg)

Warmest regards

Marian Chia Siew Yong  
Principal / Innova Junior College  
Advisor to Centre of Excellence for New Media

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Annex A: National New Media Challenge Entry Kit  
Annex B: Registration form