

# Chinese Whispers

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DDB<sup>o</sup> China Group DDBLOG

## Inspiring China's Future

You may remember last year that we didn't send out Mid-Autumn mooncakes, preferring to donate this budget on your behalf to an important and life changing cause. Through the reputable charity group Shanghai Sunrise, we donated 467 books to the Meng Shan Xue Zhuheng School for the children of migrant workers, in Shanghai's Jinshan District. Books can offer insight into new worlds and new dreams for children, enriching their imagination and their life goals. As children are the future of any culture, we wanted to play a part in unleashing their creativity and aspirations.

We're happy to report that the donation we made was put to great use by the school, and are thrilled to report that the Principal used it to expand their rapidly growing new library. The school were terribly excited to show their appreciation with an enormously happy welcoming ceremony which included a marching band, two choirs and very charming student MCs. The joy on the children's faces was unmistakable - our donation was a huge success.

Considering the fact that many of these children are originally from the earthquake stricken areas of Sichuan, it was a touching day. All DDB China Group staff who attended the ceremony came back to the office in high spirits with future plans to support the school in its development. We'll be sure to keep you updated on our relationship with Shanghai Sunrise, who arranged the donation, and their upcoming efforts to help other schools in need.

To see video footage of the event [CLICK HERE](#).

Best,



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