

## **“Kindling Creativity: Add Awesome Ads 2017”**

### **Judge’s Message**

#### **A Sharing by the Judge in the 2017 Prize-Giving Ceremony**

**Lee Chi Shing**

**Principal**

**Concordia Lutheran School – North Point**

I am delighted to stand here before you as the award presenter today. Your wonderful pieces of writing are impressive as I have thoroughly enjoyed watching the PowerPoint slides and listening to your music.

You are all wonderful. I want to say a big thank you to all of you because you have enlightened me with your amazing creative work. It’s easy for me to sit down and do nothing or just say a few words. What is difficult is to stand up on stage and take actions like you.

Today we are here to celebrate everyone who stood up and presented their ideas in this competition. I’m sure this competition will help all the participants to broaden their English learning horizons creatively.

Today we’re celebrating creativity, enthusiasm and commitment. With emphasis on creativity because this is the theme of the competition,

right? Creativity is a quality that you have all integrated into your work which has been demonstrated here today. It is an attitude, in fact, it is an approach to how we look at things. So, anything can be creative. Just like a car can be creative. Selling a car can be creative, violins can be creative. Pianos can be creative. I still remember iPad, iPhone advertisements were all very creative ideas. It's nothing about the things that you sell. It is something about your thinking, something about how you treat the product.

We see creativity in everyday jobs. From cleaning floors to cooking dishes. It is us, people, who give creativity to our work. Creativity means nothing whatsoever if you don't have the right attitude to implement it. Creativity is the act of turning views and imaginative ideas into reality.

So, I would like to say creativity in fact is a passion and a commitment. It is based on our awareness of what was previously hidden. We must always pay attention to ideas, and then try to bring them to life. We can see a great deal of creativity today in all these advertisements written by our lovely students.

Enthusiasm is often neglected as a force. Yet without it, there wouldn't be so many successful examples of advertisements. So you can see enthusiasm helps you to ignite your fire to foster your imagination and make your advertisements better.

Today, we are honouring those who have committed themselves to showing us their advertisements with creativity and enthusiasm. I am immensely impressed by the creativity and enthusiasm shown by you all. You have all inspired me to be creative today. So I wrote a poem to show you my appreciation:

It wasn't Lady Luck who smiled on you and brought you here. Instead, it was your creative work. So today we clap our hands and hear 'Yeah'.

Today, it's the day in the sun. We're proud of you and what you have done. Now, we think that you, students, deserve to get prizes. So we are honouring those who worked hard to make their advertisements more perfect. Now we're going to give prizes later on to the outstanding participants. So, please give a big hand to yourselves and your parents.

Learning English is indeed a continuous process. Apart from the language used, you can see the creative ideas of the students who have done a great job. I remember a piece of background music which was so touching that I deliberately listened to it twice. I especially appreciate your efforts. Being a father, I also appreciate your parents' efforts. Please give a big round of applause to your parents and the organizer.

Thank you.