

SINAG

STUDENTS SUMMIT

A Financial Literacy Journalism Seminar

THEME

The Importance of Financial Literacy in Helping the Philippines Rise to a Brighter Future

OBJECTIVES

To raise awareness among Filipino students on the importance of financial literacy, and its role in breaking the cycle of ignorance, worry, debt and financial dependency

To mold future journalists into becoming catalysts of change who can bring about a future-ready Philippines

To empower students to propagate Sun Life's financial literacy advocacy

MECHANICS

1. The contest is open to Filipino college students enrolled in any college or university in Metro Manila and the Greater Luzon area.
2. To qualify, a nominee must submit an essay on the theme "The Importance of Financial Literacy in Helping the Philippines Rise to a Brighter Future." Articles should be original, may be in English or Filipino, and under 1,000 words.
3. Each student may submit only one entry.
4. The entry pack must consist of the following:
 - Accomplished Sun Life entry form
 - An MS Word file of the essay
 - A scanned copy of school ID
5. Entries must be emailed to sinag@sunlife.com.
6. Deadline of submission of entries is on 06 November 2016.
7. All entries submitted will be reviewed and screened by a panel of judges from Sun Life Financial. Judging will be based on the following criteria:
 - 50% Relevance to the theme of financial literacy
 - 50% Overall impact (must be accurate; informative, educational, and compelling)
8. There will be three winners who will receive the following prizes:
 - P10,000 in cash
 - P5,000 worth of Sun Life Prosperity Fund starter fund
 - Trophy

Winners will be recognized in **Sinag: Sun Life's Financial Literacy Journalism Awards** which will be held in December at the Makati Shangri-La Hotel. The winning entries may also be published in a leading broadsheet.

For questions or inquiries, you may email Lalie Novero at pnove@sunlife.com.

Sun Life looks forward to receiving your entry!



Sun Life

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ENTRY FORM

Name

Year & Course

School

Address

Mobile No.

E-mail Address

Please share a short profile containing your educational information extra-curricular activities, and interests:

ENTRY PACK CHECKLIST

- Sun Life entry form
- Essay
- Scanned copy of school ID