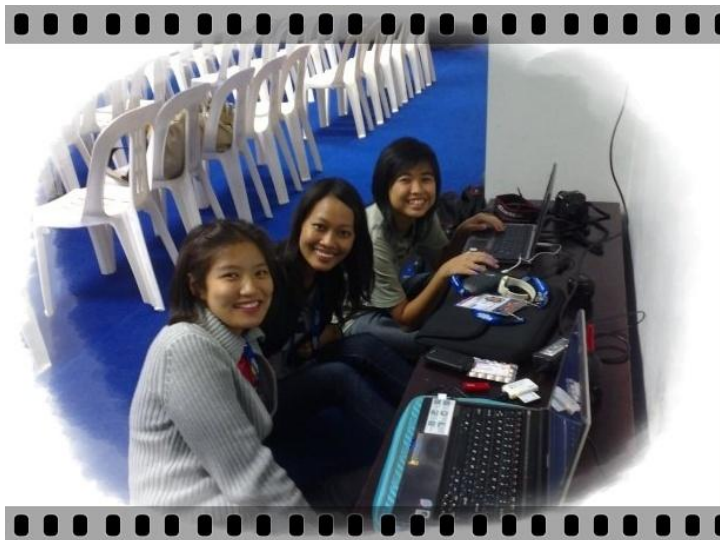


## Winning CNM student team at the Asian Youth Games



Part of the student online content team in the 'trenches' of the press room for the website.



Enjoying a stretch after a hard day's work

By the time the first Asian Youth Games (AYG, 29 June -- 7 July 2009) ended on 7 July, its website (<http://www.ayg2009.sg>) had garnered 2.6 million hits.

Credit must go to the 10 CNM students who—together with students from other NUS faculties and their supervisors at Content Craft, the webmaster for the Games—worked around the clock to provide real-time reports and comments on the region-wide event to sports fans in Asia, and the rest of the world.

"They were great! Not only were they responsible and on-the-ball, they stepped in to help out when we were going under in the face of client madness. Kudos to (CNM majors) Shaiful, Jerome and Min Kok who put in extra time and effort," said Ms Goon Yoke Ching, Managing Director of Content Craft ([www.contentcraft.com.sg](http://www.contentcraft.com.sg)).

The AYG student team were part of a network of youth reporters responsible for the website content creation. Throughout the 10-day event, our students worked tirelessly to cover the opening and closing ceremonies, conduct interviews with athletes, post official scores and photos, preview and report on matches. They also supervised the site's junior college and polytechnic student cub reporters and photographers.

Said Year 2 CNM major, Jerome Seow, "Working for the website of the AYG was an eye-opener and fun. We so appreciate the experience, we are asking to be involved in more such 24 by 7 projects in the future!"

The concept and hosting of the first ever Asian Youth Games (AYG) in 2009 was mooted at Singapore's bid for the inaugural 2010 Youth Olympic Games. The AYG was to be a regional event open to all Olympic Council of Asia members. About 1,300 top juniors competed in the nine sports offered, namely, athletics, aquatics (swimming and diving), basketball, beach volleyball, bowling, football, sailing, shooting and table tennis.