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## Bookmark Me@UST *Honor a Book, Support HKUST*

The Hong Kong University of Science and Technology (HKUST) launched the "[Bookmark Me @UST](#)" Program today (23 October 2003) to raise funds for the development of the HKUST Library and the University.

The book dedication program is the University's latest fundraising initiative to maximize the potential of the Government's Matching Grant Scheme in which every dollar raised by the University will be doubled.

Under the Program, the HKUST Library will affix a bookplate to a newly acquired book with the names of a donor and his/her honoree with a donation of HK\$500. With \$1,000, a donor can select a book of his/her own choice from the Library's Book Collection section. The donations will be used to acquire new books and library resources to enhance the teaching and research environment of the University.

HKUST aspires to be the education hub of the region, and we are committed to learning and research for the best interests of society," said Prof Paul Chu, President of HKUST, who officiated at the Launch Ceremony. "In fact, this conviction has just been reassured by the exciting news 3 days ago that the HKUST EMBA program is ranked No. 9 worldwide by the latest *Financial Times* survey. This milestone achievement, along with others, says much for HKUST's capabilities to pursue excellence."

To start the ball rolling, faculty, staff and alumni representatives dedicated their works to their mentors or parents at the Launch Ceremony. Prof Samuel Cheung of the Division of Humanities honored his book in the name of his mentor, Prof Chou Fa-Kao, a world-renowned scholar on Chinese linguistics. Stanley Shu, a second-year computer science student, paid tribute with a book presented to his mother Ma Siu Ying for her loving support. Carman Chan, Vice-President (Publication) of the HKUST Alumni Association, dedicated her bestselling book on "Maximizing Brain Power--whole brain reading" (title translated from Chinese) to her father Chan King Fat.

Dr Samson Soong, the University Librarian, also urges HKUST Library users and the public to support this unique book dedication program. "In 12 short years, HKUST has achieved international distinction for its educational excellence, research strength and institutional flexibility. The Library must continue to provide quality information resources that are vital to the University's instructional and research enterprise," he said.

So far, the fundraising efforts of the University have received a major boost from the University's Court and Council members, who not only have shown their support with donations but have also helped solicit funds from donors and philanthropists.

Since August, the University has also launched various giving programs within its community with very encouraging



Dr Yue Kuen Kwok (far right), Senior Lecturer of Mathematics, dedicates his book to his parents



Stanley Shu (right) pays tribute with a book presented to his mother

results. The ["Give to UST" Program](#) has received more than \$1.7 million from faculty members, staff and students, while the ["Alumni-Giving" Program](#) has raised more than \$700,000, with strong alumni support for the "Adopt-a-Seat" Project on campus. The HKUST Students' Union also organized an auction in early October to raise funds.

