



## PR THAILAND JOINS HANDS WITH EXCOMM IN “THE BIG BOOK BIG HEART”



**T**he Thailand Public Relations Association (PRThailand), in cooperation with participants in the Executive Communication Programme (EXCOMM 2), organised “THE BIG BOOK BIG HEART” project aimed at giving children and youths reading opportunities and encouraging them to cultivate learning habits. The project involves setting up a book corner at the public library at Amphawa’s Non-formal Education Centre, Samut Songkhram Province. Donations of library equipment, including bookshelves, book cabinets and children’s books, including translations, were all part of the philanthropic gesture.

Reading is recognised as an important tool for all, especially children and youths, to keep abreast of the world. Modern information technology makes it easier for people to acquire knowledge in all fields. Whether the subject is general or specific to one’s interests, useful cognition helps youths adapt and live in harmony in society. It leads them to become more considerate, have vision, gain knowhow and behave and live in way that adds value. Good books impart good ideas and cultivate a good mindset among readers.



“The project was initiated by participants in EXCOMM 2: PR THAILAND who are directly involved in the media industry, with the intention of giving children opportunities to build learning and reading habits,” said **PR Thailand President Dr. Phot Jaichansukkit**. “This activity will benefit the public as a whole”.

EXCOMM is a programme to enhance quality media management for organisations and build a capable communications network involving both government and private sectors. Those interested to join the programme, please contact Thailand Public Relations Association for more detailed information at [www.prthailand.org](http://www.prthailand.org), or email: [tpra.prthailand@gmail.com](mailto:tpra.prthailand@gmail.com), or tel 08 1939 9964.

