

Porsche Korea Holds ‘Porsche Dream Up’ Scholarship Ceremony

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27/02/2019 Porsche Korea announced on the 26th of February for holding a scholarship ceremony with ChildFund Korea for Porsche Korea's CSR campaign ‘Porsche Dream Up’.

‘Porsche Dream Up’ is one of the projects for Porsche Korea's CSR campaign 'Do Dream,' which provides practical support for low-income beneficiary students who are talented in art, music and physical education, but lack talent development opportunities.

Since 2017, Porsche Korea has selected 10 talented students from various fields, and has implemented systematic support methods to improve their skills by linking to professional education courses, and support their participation fees in competitions. Currently, Porsche Korea delivered a total of 200 million KRW scholarships for 13 talented students in various fields including violin, Korean dance, weightlifting, animation, etc.

Porsche Korea encourages and supports students' dreams

The award ceremony was attended by Michael Kirsch, Managing Director of Porsche Korea, Je-Hun Lee, President of ChildFund Korea, 'Porsche Dream Up' sponsored students and their parents. Along with the scholarship award, a cake cutting ceremony was held to encourage and support the students dreams. In addition, 'Porsche Dream Up' sponsored students showcased their violin and cello performance and graced the event.

In particular, the award ceremony was further signified by Michael Kirsch, Managing Director of Porsche Korea, who received an appreciation plaque from ChildFund Korea for the company's sincere social contribution activities and his continued interest of Korean social issues despite Porsche being a global company.

"The 'Porsche Dream Up' would be an opportunity to form an environment where talented students can follow and fulfill their dreams," said Michael Kirsch, Managing Director of Porsche Korea and added, "Encouraged by the appreciation plaque from ChildFund Korea, we will continue to plan sincere social responsibility activities linking with 'Dream' which is Porsche's brand identity."

Porsche Korea launched 'Porsche Do Dream' in 2017

Meanwhile, Porsche Korea launched 'Porsche Do Dream' in 2017 and has continuously carried out social contribution activities, which corresponds to the brands philosophy. In addition to 'Porsche Dream Up', Porsche Korea plans to build indoor gymnasiums at four regular and special schools by the first half of 2019 through 'Porsche Dream Playground', which supports the students right to play.

Link Collection

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart