

#JoinTheJourney Caravan Meets Young Spellers

SHUVASHISH ROY

With the aim of engaging and inspiring youngsters of Bangladesh, a branded caravan of The Daily Star – marking the event “Spelling Bee” – has commenced its two week journey with the hashtag #JoinTheJourney.

So far the caravan has travelled Rajshahi (July 28), Rangpur (July 30) and Khulna (August 1) divisional rounds of “Spelling Bee”. The engagement programme with the contestants of “Spelling Bee” has been a massive success as a good number of young spellers participated in an on-the-spot quiz contest. The winners of the quiz received The Daily Star branded gift. The caravan hosting photographs, banners and summing up the journey of the largest circulated English newspaper in the country was the centre of attraction for both the spellers and their guardians at the events. The caravan also showcased supplements published by The Daily Star. It will move to Barisal and Chittagong this week to encourage the divisional round participants of the respective regions.

Hosted by Champs21.com, and an initiative of The Daily Star, the competition was first held in 2012, and is aired on Channel i. This year Summit Group has joined as sponsor of the event and Golden Harvest's Bloop became an associate partner.



PHOTOS: DOLON TALUKDAR



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