

# 华尔街英语助力市民讲外语

华尔街英语



**WALL STREET ENGLISH**

**全球英语培训**

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有一个幽默的意大利老头 Luigi T. Peccenini, 他是位中国文化发烧友, 近几年常任中国, 他请人给自己起了个中文名字叫李文昊。李文昊眼下正在研读《道德经》。

“作为一个有五千多年文化和文明历史并有重视教育悠久传统的古国, 中国正面临着历史性的挑战。在新世纪之初, 你们伟大的国家对我们人类的生活和命运会产生深远的影响, 对此, 我们深信不疑。”李文昊说。

正是基于此种感情, 由他创建的国际知名英语培训机构——华尔街英语, 自2000年5月进驻中国以来, 在英语培训之外, 一直致力于中国各地和外语有关的公益活动。

## 推动北京市民讲外语活动

为北京市政府主办的北京市民讲外语系列活动公益活动内容更加丰富, 是其参与的众多公益活动中的一部分。

2008北京奥运指日可待, 世界已把瞩目的眼光投向了北京。为了树立北京国际化大都市的形象, 几年前, 由北京市政府组建的北京市民讲外语活动组委会等机构, 组织策划了“北京市民讲外语”大型系列活动, 并在北京如火如荼地开展。

响应“北京市民讲外语活动”的号召, 华尔街英语和北京市民讲外语活动组委会办公室、中共北京市委宣传部、北京市外事办公室、首都精神文明建设委员会办公室、北京市新闻出版局及新闻媒体, 联合创办了群众性竞赛——北京市民讲外语知识大赛, 目的在于提高北京市民整体外语水平, 树立北京市民文明、开放的新形象, 为北京成功举办奥运会创造条件。

## 精心打造群众性竞赛品牌

2004年10月, 为配合由北京市民讲外语活动组委会、中共北京市委宣传部、北京市外事办公室、首都精神文明建设委员会办公室、北京市新闻出版局、东城区政府联合主办的“第三届北京市民讲外语游园会”, 华尔街英语和外研社联合主办等单位联合举办了首届“北京市民讲外语知识大赛”。

此次活动通过报纸和相关单位网站公布试题, 题目类型包括由华尔街英语的外籍专家出的20道英文选择题和北京市民讲外语活动组委会办公室出的20道中文选择题。其中囊括了历史、地理、人文以及和市民学外语活动相关的种种常识。

活动启动后, 广大市民踊跃参与。据统计, 其中有学生, 从小学生到大学生, 应有尽有; 有公务员, 更不乏外企职员; 有孩子, 也有古稀老人……

大赛最终在劳动人民文化宫“北京市民讲外语游园会”开幕式上现场抽奖。北京市民讲外语活动组委会主任、北京市副市长张茅等

有关领导为大赛现场抽取了特等奖及一、二、三等奖获奖名单。

2005年5月, 为配合由北京市民讲外语活动组委会办公室、中共北京市委宣传部、首都精神文明建设委员会办公室、朝阳区、东城区政府等部门举办的“2005年北京市民讲外语活动周”, 华尔街英语再次联合有关部门举办了第二届“华尔街英语杯”北京市民讲外语知识大赛。北京市民讲外语活动组委会主任、副市长张茅, 组委会常务副主任、市外办主任杨柳随、组委会顾问团团长、著名英语专家陈琳、华尔街英语中国区总裁李文昊以及有关人员, 在“2005年北京市民讲外语活动周”开幕式上抽出了各个奖项的获奖名单。

自2004年以来, 由华尔街英语联合多家单位主办的知识大赛已成功举办了四届, 获得了普遍的社会关注和好评, 成为北京市民讲外语系列活动的亮点之一。活动的成功举办也使得华尔街英语品牌在京城更加深入人心。

据了解, 历年比赛, 华尔街英语均为全程独家赞助。

本报见习记者 张玉玮

## 北京市民学英语讲英语大赛启动



本报见习记者 张玉玮报道 自本月14日鸣锣以来, “华尔街英语杯”北京市民讲外语知识大赛得到了广大外语爱好者的积极响应。

此次活动是将于今年5月正式开始的“北京市民讲外语活动周”的重要内容之一。旨在提高市民外语水平, 营造北京国际化语言环境, 实现“人文奥运”理念, 为成功举办2008年奥运会做出贡献。它是由华尔街英语、

北京市民讲外语活动组委会办公室等单位联合举办的。活动将持续到5月14日。

市民可登录北京市民讲外语活动组委会网站(www.bjenglish.com.cn)和华尔街英语网站(www.wsi.com.cn), 通过网上回复等方式参与。

大赛设有四个奖项, 特等奖奖品为现金5000元人民币(税前)及价值5000元人民币的华尔街英语课程券。



“2005北京市民讲外语活动周”开幕式前, 北京市副市长张茅与华尔街英语创始人、总裁 Luigi T. Peccenini 亲切握手。



在“2005北京市民讲外语活动周”期间, 华尔街英语外教主持的路演吸引了众多游客。



北京市副市长张茅在“第三届北京市民讲外语活动周”开幕式前与华尔街英语创始人、总裁 Luigi T. Peccenini 和北京外国语大学著名教授陈琳在一起。



北京市副市长张茅与华尔街英语创始人、总裁 Luigi T. Peccenini 和其他嘉宾在“第三届北京市民讲外语活动周”开幕式的主席台上。

## **Wall Street English Adds Fuel to *Beijing Speaks English Program***

Luigi T. Peccenini, a humorous old guy from Italy, is an enthusiastic fan of Chinese culture. He has been living in China in most of the recent years. Moreover, he even invited someone to find a Chinese name for him, Li Wenhao. Now, Li Wenhao is studying Tao Te Ching, an ancient book about Taoism.

“As an ancient country with more than five thousand years’ history and civilization, China has long been attaching great importance to education. China is now faced with historic challenges. At the beginning of a new century, your great nation will have far-reaching influence upon the life and fate of all human beings. I haven’t the slightest doubt about this,” said Li Wenhao.

It is on the very basis of this feeling described above that Li Wenhao established an internationally renowned English training institution ——*Wall Street English*. Since its entry into China’s market in May, 2000, *Wall Street English* is also actively committed to public activities relevant to foreign language study in various places of China.

### **Pushing the development of English-speaking Program among Beijing Citizens**

Its contribution to the series of public activities of *Beijing Speaks English Program* organized by *Beijing Municipal Government* is one of the numerous public activities it has participated in.

The 2008 Olympic Games is around the corner. The world casts its eyes on Beijing. To set up the image of Beijing as an international metropolis, the organizing committee of *Beijing Speaks English Program* established by *Beijing Municipal Government* organized and planned series of large-scale activities themed *Beijing Speaks English Program*, which is developing in full swing.

To answer the call of *Beijing Speaks English Program*, *Wall Street English* launched a mass competition—— *Knowledge Contest of Beijing Speaks English Program* in cooperation with the Office of Organizing Committee of *Beijing Speaks English Program*, the Publicity Department of Beijing Municipal Committee of CPC, the Foreign Affairs Office of Beijing Municipal Government, the Office of Beijing Spiritual Civilization Committee, Beijing Municipal Bureau of Press and Publication and relevant news media. This Knowledge Contest is designed to elevate the overall foreign language level of Beijing citizens and to set up a new image of Beijing as a civilized and opening city so as to create favorable conditions for the successful



opening of Beijing Olympics in 2008.

### **Focusing on the Cultivation of People-oriented and Competitive Brand**

In October, 2004, to support the Third Garden Party of *Beijing Speaks English Program*, jointly organized by the Organizing Committee of Beijing Speaks English Program, the Publicity Department of CPC Beijing Municipal Committee, Foreign Affairs Office of Beijing Municipal Government, the Office of Beijing Spiritual Civilization Committee, Beijing Municipal Bureau of Press and Publication, Dongcheng District Government, *Wall Street English* and the organizing parties of the Garden Parties jointly held *the First Knowledge Contest of Beijing Speaks English Program*.

This Contest released its questions through newspapers and websites of relevant institutions. There are 20 multiple choice questions in English designed by expatriate expert from *Wall Street English* and 20 multiple choice questions in Chinese designed by the Office of the Organizing Committee of *Beijing Speaks English Program*. The questions touch on miscellaneous common knowledge on history, geography, humanities and *Beijing Speaks English Program*.

The Contest enjoyed wide participation from Beijing citizens soon after it was launched. According to statistics, many citizens participated in the contest including students, from primary schools and colleges and universities, civil servants from government, quite a number of employees from foreign-funded enterprises, the young and the old.

The Prize-draw of the Contest was carried out at the opening ceremony of the Garden Party of *Beijing Speaks English Program* in *Beijing Working People's Cultural Palace*. Director of *the Organizing Committee of Beijing Speaks English Program*, vice mayor of *Beijing Municipality* Zhang Mao and relevant government officials drew the names of the special award winner, first, second and third prize-winners.

In May, 2005, to support the *2005 Beijing Speaks English Week* jointly organized by the Office of the Organizing Committee of Beijing Speaks English Program, the Publicity Department of CPC Beijing Municipal Committee, the Office of Beijing Spiritual Civilization Committee, Dongcheng and Chaoyang District Governments and related agencies, *Wall Street English* again joined hands with relevant agencies and held the second *Wall Street English Cup Foreign Language Knowledge Contest of Beijing Speaks English Program*. Zhao Mao, vice mayor and director of the Organizing Committee of Beijing Speaks English Program, Yang Liuyin, deputy director of the Organizing Committee of Beijing Speaks English Program and director of the Foreign Affairs Office of Beijing Municipality, Chen Lin, chief of the consultant panel of the Organizing Committee and renowned English expert, Mr. Luigi. T. Peccenini (Li Wenhao), president of *Wall Street English China* and relevant

personnel drew the names of award-winners at the opening ceremony of 2005 Beijing Speaks English Week.

Since 2004, the Knowledge Contest of Beijing Speaks English Program sponsored by *Wall Street English*, along relevant institutions has been held successfully for two times. The Contest has won widespread attention and praise from the society and has become a bright spot in the series of activities of Beijing Foreign Languages Week. The success of the Contest contributes to the increasingly deepening impression of Wall Street English brand among Beijing Citizens.

It is known that *Wall Street English* has been the sole sponsor of all Contests throughout the process.

Reported By Zhang Yuwei, Intern Reporter of China Times

*With the attached news report*

## **English-learning and English-Speaking Contest among Beijing Citizens is Started**

By Zhang Yuwei, intern reporter of China Times

Since May 14<sup>th</sup> when *Wall Street English Cup English-Learning and English-Speaking Contest* was started, it has gained passionate response from English learners.

This Contest is an important part of *Beijing Foreign Languages Week* formally launched in May this year. It aims to enhance citizens' foreign language level and to create an international language environment in Beijing so as to materialize the humanistic Olympic Games' concept and to make contribution to the success of 2008 Beijing Olympic Games. The Contest was jointly organized by Wall Street English, the Office of the Organizing Committee of Beijing Speaks English Program, etc. The deadline of the activity is May 14<sup>th</sup>.

Citizens may log onto websites of the Organizing Committee of Beijing Speaks English Program and Wall Street English to participate in the Contest online.

The Contest provides four classes of prizes. Special prize winners will get RMB 5000 (pre-tax) and Wall Street English course coupons worthy of RMB 5000.