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# The Junior Herald

Today's News For Tomorrow's Elite

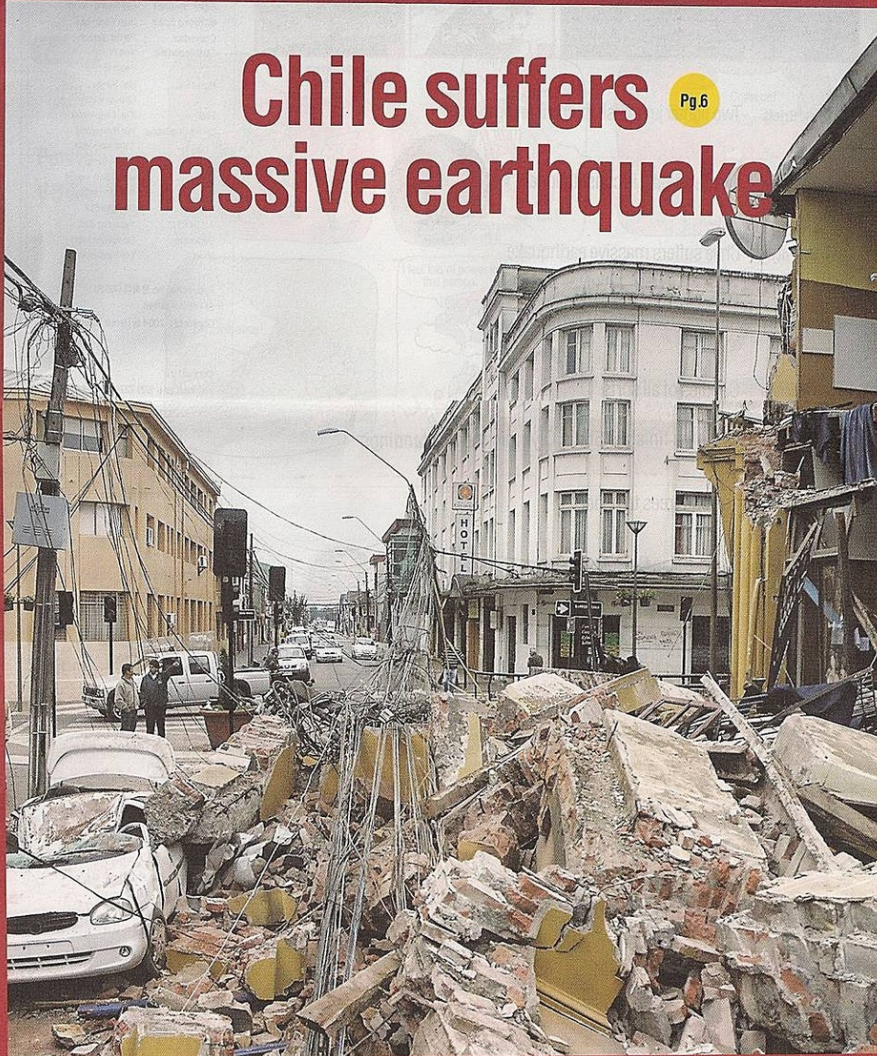
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WEDNESDAY March 10, 2010

지매자: The Korea Herald | 헤럴드경제

## Chile suffers massive earthquake

Pg.6



구독신청 및 광고문의 1577-0549



## Two fighter jets crash during training



Two F-5 fighter jets crashed into a mountain during a training drill. A Defense Ministry official said that the two jets crashed into Mount Hwangbyeong, about 20 kilometers west of Gangneung, Gangwon Province, at 12:20 p.m. on March 2. According to the Air Force, the jets took off from a \*base in Gangneung and disappeared from the radar five minutes later. The Air Force \*dispatched two rescue helicopters to search for the three pilots but they were later found dead. ㉠

Word Guide | 전투기 2대 훈련 중 추락 \*base 기지 \*dispatch 보낸다, 파견하다

### Private education cost sharply surges



According to the government, \*expenditure on education per \*household sharply surged.

In 2003, the monthly expenditure stood at 187,298 won per household. But in 2009, it amounted to 291,078 won.

Most of the 291,000 won for monthly education, or 93 percent, went to cover children's education. The rest was spent for \*self improvement of parents.

The upper 20 percent of \*high-income households spent 5.74 times more on education than the low-income households in 2009, up from 4.74 times in 2003, government data showed. ㉠

Word Guide | 사교육 비용 대폭 증가 \*expenditure 비용, 지출 \*household 가구 \*self improvement 자가개발 \*high-income 고소득층의

### Seoul City to join 'Earth Hour' campaign

Seoul City announced that it will participate in the 'Earth Hour' event. As part of the campaign, all public buildings and \*facilities in Seoul are required to turn off their non-necessary lights for one hour from 8:30 p.m. to 9:30 p.m. on March 27.

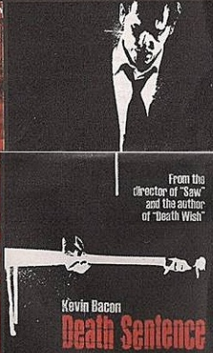
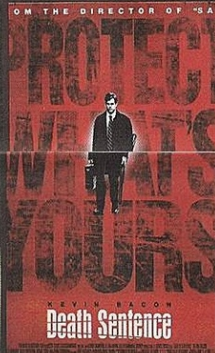
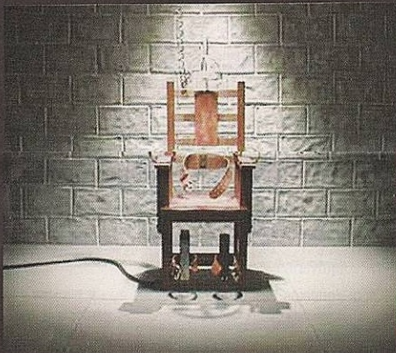
The government office building in Gwanghwamun will not only turn off lights outside the building but also \*indoor lights. Samsung Electronics, a \*private enterprise, said it will participate in this event.

The Earth Hour campaign was organized by the World Wildlife Fund in 2007 to \*raise awareness towards the need to take action on climate change. It first started in Sydney, Australia. The Earth Hour event is held on the last Saturday of March annually. ㉠

Word Guide | 서울시, 전국 212개 현과의 동참해달라 \*facility 시설 \*indoor 실내 \*private enterprise 민간기업 \*raise awareness 인식을 높이다



# 'Death penalty is constitutional'



Some law professors demand that death penalty be \*abolished. They say \*executing the death sentence \*runs counter to the worldwide tendency against it. They also say capital punishment would make Korea go backwards in human rights.

But some others stress the need for the nation to keep the death sentence to punish serial killers like Kang Ho-soon.

On Feb. 25, the Constitutional Court(헌법재판소) ruled that capital punishment is

constitutional in a tight majority of 5-4.

"The basic right to life should be respected but may be \*restricted to a certain level by the Constitution," said the court in its ruling. "The present Constitution contextually acknowledges the death sentence system."

The court thus repeated its decision of 1996, when it ruled seven to two \*in favor of capital punishment.

The latest case was \*initiated by a \*petition filed by the Gwangju High Court

in September 2008 upon the request of a 72-year-old fisherman under trial for murder charges. He was \*indicted for killing four tourists on the open sea of Boseong, South Jeolla Province.

The high court claimed that the death sentence is in violation of the basic right to life. It is an \*excessive punishment and it can be \*substituted by other forms of criminal penalties, the court added.

The Justice Ministry, however, during the \*open hearing held last June, insisted

Word Guide | 지명제 또는 절명제이다 \*abolish 폐지하다 \*execute 처형시키다 \*run counter to 반대하다 \*restrict 제한하다 \*in favor of 공치하(는) 찬성하는 \*initiate 적수시키다 \*petition 청원  
\*indict 기소하다 \*excessive 지나친 \*substitute 대체하다 \*open hearing 공개청문회



## Capital punishment

The death penalty is given to a person who has \*committed a \*heinous crime like serial killings.

The death penalty is the oldest form of punishment. In middle and \*ancient times, this was the main punishment given to criminals. But as people realized "the dignity of man" the number of people being executed decreased.

As of December 2007, 102 countries have abolished the death sentence and 31, including Korea, are classified as "abolitionist in practice," according to Amnesty International, a human rights group.

"Abolitionists in practice" are countries that have not executed a criminal in the past few years although the death penalty still exists.

Only 64 countries actually execute the \*maximum legal penalty.



that the maximum sentence be maintained.

"Capital punishment has been proven to have a greater effect than a \*life sentence in preventing \*felonies," a ministry official claimed in the hearing.

In a ministry-led opinion survey last year, 64 percent of respondents said they wanted the death sentence to be maintained.


Although Korea has maintained the capital punishment system, the nation

has been following the international trend of abolishing the penalty.

Executing death sentences has been \*unofficially suspended here. No cases of capital punishment have taken place since 1997 when 23 people were executed under the Kim Young-sam government. This led Amnesty International (국제사면위원회) classify Korea as "abolitionist \*in practice" in December 2007.

Rep. Kim Boo-kyum of the main opposition Democratic Party (민주당) and Rep.

Park Sun-young of the Liberty Forward Party (자유선진당) earlier submitted separate \*bills to the National Assembly to \*convert death sentences to life sentences without \*parole.

At present, 59 \*death row inmates, including the serial killers Kang Ho-soon and Yoo Young-chul, are in jail, waiting for their execution date. 

By Bae Hyun-jung (tellme@heraldm.com)





# Chile suffers massive earthquake

Concepcion is Chile's second largest city. This was the closest city to the center of the massive 8.8 earthquake that hit the country on Feb. 27.

The earthquake has killed more than 720 people and left much of the country \*in ruins.

But the country is also suffering a widespread \*looting in the city.

Chilean authorities have sent troops to the city and imposed a \*curfew from 8 p.m. on March 1 to noon on March 2 to curb the looting there.

Concepcion has been plagued by the \*lawlessness since the city was badly



Looters in Concepcion

damaged by the quake.

The looting continued through Tuesday as desperate residents seek basic supplies such as food and water. Several stores and businesses have been \*ransacked and burned.

The international community is mobilizing relief for Chile. U.S. Secretary of State Hillary Clinton visited Santiago, the capital of Chile, briefly on March 2, bringing emergency communications equipment.

The United Nations said Chile needs mobile bridges, field hospitals, and other medical supplies, as well as food and shelter.

Chilean President Michelle Bachelet sent 10,000 soldiers to the earthquake region to restore order. She announced that supermarkets there would distribute food \*free of charge. Her government

**Word Guide** | 칠레대규모 지진으로 고통 받다 "in ruin 폐허가 된" "looting 약탈" "curfew 통행금지" "lawlessness 무법천지" "ransack 약탈하다" "free of charge 무료로" "unparalleled 비할대 없는"






also is working to deliver food, water and emergency shelters as quickly as possible to thousands of people living on the streets.

President Bachelet said the earthquake is an emergency “unparalleled in the history of Chile.”

Chile is an Andean nation on the western coast of South America. The country is in a \*seismically active area. It was hit 50 years ago by the strongest earthquake recorded in modern history - magnitude of 9.5.

The quake that struck on Feb. 27 is among the top eight strongest earthquakes ever measured.

Japan has sent an emergency medical mission to Chile. The country promised up to \$3 million in an emergency \*grant for recovery efforts.

China said it plans to offer \$1 million in \*humanitarian assistance. 

By Shin Yong-bae and news reports

## Korea-Chile relations



South Korea has decided to send \$2 million in aid to quake-hit Chile.

The Foreign Ministry said the government has decided to join international efforts to help Chile. The \*relief supplies will include tents, blankets, generators and \*water purifiers.

The Korean government is also considering dispatching a team of doctors and safety examination experts to help stabilize the quake-hit areas.

South Korea and Chile have main-

tained close relationship since they established diplomatic ties in 1962.

Chile is also the first country with which South Korea concluded a free trade agreement (FTA).

The South Korea-Chile free trade pact \*went into effect in April, 2004.

Chile has mainly imported South Korea's \*industrial products such as telecommunication, automobile and electronic products. South Korea has imported Chile's \*raw materials and agricultural goods, such as \*copper, and grapes and wine.

Word Guide | \*seismically 지진의 \*grant 후원 \*humanitarian assistance 인도적 지원 한국-칠레관계 \*relief supply 구호품 \*water purifier 정수기 \*go into effect 발효되다  
\*industrial product 산업용품 \*raw material 원재료 \*copper 구리



# Athletes' reactions in Olympics



1

1. Members of the South Korean team \*bow to their national flag after the men's 5,000-meter relay short track speed skating final.

2. Lindsey Vonn of the United States reacts in the finish area after completing the women's \*downhill.

3. U.S. Apolo Anton Ohno gestures after being \*disqualified from the men's 500-meter finals short track skating competition.

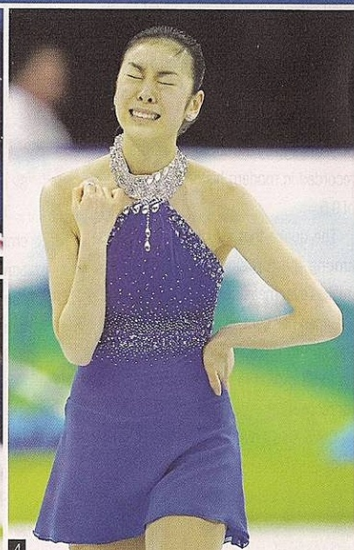
4. South Korea's Kim Yu-na \*celebrates after performing her free program during the women's figure skating competition at the Vancouver 2010 Olympics on Feb. 26 (Korean time).



2



3

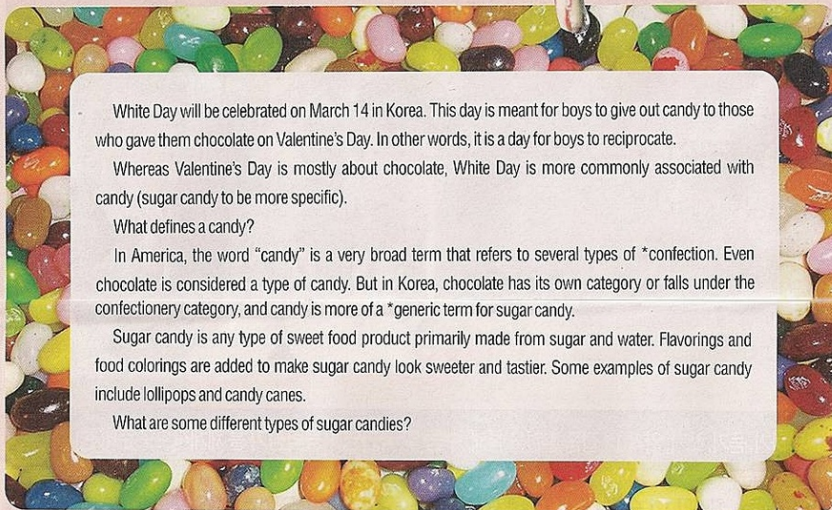


4

Word Guide | 올림픽에서 선수들의 반응 \*bow to 절하다 \*downhill 힐강스키 종목 \*disqualified 자격상실현 \*celebrate 환호하다 축하하다



# Candies of all sorts



White Day will be celebrated on March 14 in Korea. This day is meant for boys to give out candy to those who gave them chocolate on Valentine's Day. In other words, it is a day for boys to reciprocate.

Whereas Valentine's Day is mostly about chocolate, White Day is more commonly associated with candy (sugar candy to be more specific).

What defines a candy?

In America, the word "candy" is a very broad term that refers to several types of "confection". Even chocolate is considered a type of candy. But in Korea, chocolate has its own category or falls under the confectionery category, and candy is more of a "generic term for sugar candy."

Sugar candy is any type of sweet food product primarily made from sugar and water. Flavorings and food colorings are added to make sugar candy look sweeter and tastier. Some examples of sugar candy include lollipops and candy canes.

What are some different types of sugar candies?

## Licorice

A licorice is a chewy candy flavored with the "extract of liquorice roots. The main ingredients of a licorice are sugar, liquorice extract and a "binder. There are two types of licorices, black licorice and red licorice. They both take on the form of ropes or tubes. Red licorice is more popular in the United States and popular flavors of the candy are strawberry, cherry and raspberry.



## Caramel

A caramel is a very dense and chewy candy. In order to make caramel, a combination of milk, sugar, butter and other ingredients have to be boiled.

After boiling ends, the mixture is cooled down and hardened and chopped into small cubes. Most caramels are caramel flavored but chocolate flavored caramels are available as well.



Word Guide | 여러 종류의 사탕 "confection" 단 음식 "generic 포괄적인" "extract 추출물" "binder 굳게 하는 재료" 하는 물질



### Marshmallow



A marshmallow is a soft and spongy confection that is made up of sugar, water, \*gelatin and flavorings.

Marshmallows typically have a cylindrical shape and come in various colors, usually pastel toned. Marshmallows are part of a camping tradition in the United States where campers roast them over a campfire before eating them.

### Taffy

Taffy is a soft and chewy candy with a fruity flavor. It is made by mixing boiled sugar, butter,

flavoring and food coloring into a mass and then stretching it until the mass becomes fluffy. Once it becomes fluffy, the mass is cut into bite-size pieces and wrapped in wax paper.



### Jelly bean



A jelly bean is a small bean-shaped candy that comes in many different fruit flavors. Jelly beans have a chewy and jelly interior but are covered with a hard shell on the outside. Primarily made of sugar, they are very sweet with a strong flavor. An \*assortment of jelly beans is very colorful because the beans come in many different colors.



### Lollipop



A lollipop is a hard candy on a stick made of \*sucrose and corn syrup.

It has a wide range of variations as it is one of the most common and popular sugar candies in the world.

Lollipops come in many different shapes, sizes and flavors (typically fruit flavors). They are meant to be \*sucked or licked because they are hard to chew.

### Gummy

A gummy is a chewy and rubbery candy. It is primarily made of sugar and gelatin and comes in many different shapes. The most

popular shapes are of a bear, known as "gummi bear," cola bottle and worm. Gummies are available in many colors and flavors including sour flavor.



### Candy cane



A candy cane is a hard, cane-shaped candy that comes in peppermint or cinnamon flavors.

They are usually white with red stripes and come in different sizes and thicknesses. Though sold all year round, they are especially in high demand during Christmas

season. 1

By Yoo Bo-lam (bolamyoo@heraldm.com)

Word Guide | \*gelatin 젤라틴 \*assortment 조합 \*sucrose 자당 \*suck 빨아먹다





# S.Korea finishes 5<sup>th</sup> in Olympic medal standings



South Korea finished fifth in the \*overall medal standings at the Vancouver 2010 Winter Olympics that closed on March 1 (Korean time).

The nation won a record 14 medals – six golds, six silvers and two bronzes – in the 17-day event.

The country sent 46 athletes to compete in skating, Alpine skiing, luge and bobsleigh events as well as the biathlon.

The overall medal \*haul is the largest for the country in a Winter Olympics since it made its debut in the St. Moritz Games in 1948.

Team officials told Yonhap News that South Korea's \*predominance in short track speed skating suffered \*setbacks \*in the face of stiff challengers from countries like China and Canada. This time, South Korea only won two golds compared to the six it won in the 2006 Olympics in Turin.

They, however, said Korean athletes performed relatively well in the long track speed skating competitions by winning three golds and two silvers.

South Korea also showed its \*prowess powerhouse when Kim Yu-na won gold in the women's figure skating.

She surprised the world by setting a new Olympic and all-time record of 228.56 points with her \*flawless performances.

In the medal count, Canada, the host country, placed first with 14 golds, seven silvers and five bronze medals. Germany and the United States followed Canada, and Norway finished fourth just ahead of South Korea.

China ended the Games at seventh – the second best among Asian countries – and Japan came in 20<sup>th</sup> with no gold medals. 📺

By Shin Yong-bae (shinyb@heraldm.com)

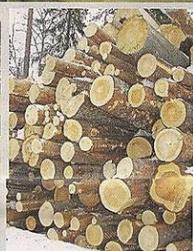
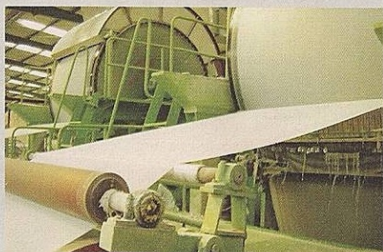


Word Guide | 한국 올림픽에 대한 순위 : \*overall 전체적인 \*haul 수확량 \*predominance 우세 \*setback 좌절, 퇴보 \*in the face of 세 직면하여 \*prowess 솜씨 기량 \*flawless 결함없는





# Turning trees to paper



## Did you know



According to Chinese historical records, the first paper was made from tree bark, hemp (a plant used to make rope), rags, and fishnets.

the paper factories make into the products that you use every day, such as newspapers, paper towels, and the pages of books that you read.

Because we use so much paper, we must be careful how many trees are cut down to make it. Fortunately, today a lot of used papers can be remade into new paper by recycling. And you can help save trees by recycling the magazines, newspapers, and other paper that you use in school and at home. ①

(Source: Britannica)

The sheets in your notebook are made of paper that came from a factory. So are the pages of your book.

The factory got the paper from a "paper mill. The mill probably made the paper from "logs. And the logs were cut from trees that grew in a forest. "Pine trees are often used to make paper.

If you visit a traditional paper mill, you will see people working at large noisy machines that peel "bark off the logs and then cut the wood into smaller pieces.

Other machines press and grind this wood into pieces so tiny that they can be "mashed together like potatoes.

This stuff is called "wood pulp."

After it is mixed with water, the pulp flows onto a "screen, where the water "drains off, leaving a thin wet sheet of pulp.

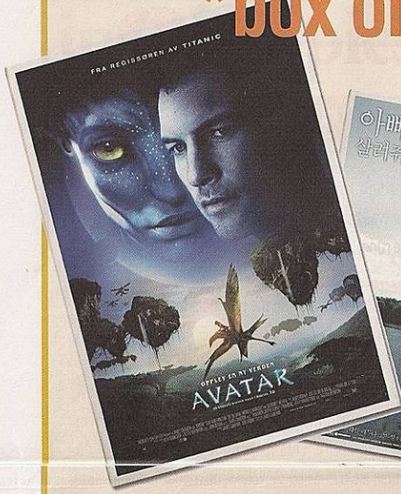
Big hot rollers press and then dry this wet pulp as it moves along conveyor belts. At the end of the line, the dried pulp comes out as giant rolls of paper. These giant rolls are what



Word Guide | 나무가 줄어든다: "paper mill 제지(종이 만드는)공장 "log 목재 "pine tree 소나무 "bark 나무의 껍질 "mash 으깨다 "screen 막 "drain off 물이 빠져나간다



# 'Avatar' rewrites Korean \*box office history




James Cameron's science fiction film "Avatar" rewrote Korea's box office history.

The movie \*toppled a monster blockbuster film to become No. 1 \*in terms of number of tickets sold, according to the film's distributor.

The 20th Century Fox Korea said that the number of \*moviegoers for "Avatar" surpassed 13.01 million on Feb. 27.

"The Host" (괴물) directed by Bong Joon-ho and released in 2006 was the \*previous record holder. "Avatar" was released here in December.

"Avatar" is a fantasy movie about a \*disabled U.S. marine who \*infiltrates a \*tribe of giant blue aliens \*inhabiting a \*faraway planet. 

**Word Guide** | '아바타' 한국의 영화흥행 역사를 다시 쓴다 : "box office 영화매출 실적, 흥행 기록" in terms of 의 기준으로 "moviegoer" 영화보러는 사람 "previous 이전의" "disabled 장애인" "infiltrate 침투하다" "tribe 종족" "inhabiting 거주하는" "faraway 어나쁜"

## Bae Yong-joon Tokyo Dome event headed to 3-D theaters

A video featuring live recordings of \*Hallyu superstar Bae Yong-joon's fan meeting in Japan in September is coming back to theaters in 3-D form.

Entitled "Bae Yong-joon 3-D in Tokyo Dome 2009," it \*is supposed to be released all over Japan in about 100 theaters.

The event was held for two days in September to \*commemorate the production of "Winter Sonata - The Animation Version" and the publication of Bae's travel essays "Looking for the Beauty of Korea."

The event drew more than 90,000 Japanese fans, and was even televised live \*via \*satellite across Japan.

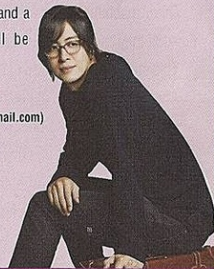
The event brought Bae together with \*fellow actress Choi Ji-woo on the Tokyo stage, the first meeting since the filming



of the original "Winter Sonata" ended seven years ago.

During the \*publication party, the actor introduced his essays to the audience in person and had interaction time with fans. The hour and a half 3-D video will be unveiled on May 25.

By Kim Hyeon-jeong  
(sweetendorphin@gmail.com)



**Word Guide** | 박용준 도쿄돔 3-D로극장에서 발영 : "hallyu 한국의 대중문화 열풍을 일으키는 열" is supposed to 하기로 되어있다 "commemorate 기념하다" "via 을 통해서" "satellite 위성" "fellow actress 동료여배우" "publication party 출판기념"



# Actress Han Chae-young comes back as reporter



Actress Han Chae-young has appeared in a number of movies last year. The last time fans saw her starring in a TV drama as a main actress was about four years ago.

After having a \*hiatus of four years, Han decided to return back as a \*newbie reporter. In MBC's new drama "The Man They Called God" (신이라 불려온 사나이), she plays the role of a national desk reporter named Jin Bo-bae. "Bo-bae is a very bright and \*bubbly journalist but is \*clumsy and makes mistakes," explained Han at a press conference. "To act the role of a reporter, I tried to learn from many \*incumbent reporters who have interviewed me."



Bo-bae is the character that is \*lively throughout the drama. "My personality and Bo-bae's are quite similar. I was worried that the character I was playing would stand out too much. The director told me that since the other characters are all very serious and



show a dark side, Bo-bae needs to make the flow of the story bright," said Han.

The clothes that Han will be wearing in the drama are also unique. Having the nickname "barbie doll," Han had worn formal \*attire or dresses in dramas or movies. However, this time Han's \*dress robe will be filled with jeans and casual clothes.

By Yeom Min-a (mina@heraldm.com)



Word Guide | 한채영 기자로 돌아왔다: \*minor role 단역 \*hiatus 공백기 \*newbie 신입 \*bubbly 활발한 \*incumbent 재임중인 \*clumsy 어리버리한 \*lively 밝은 \*attire 옷 차림 \*dress robe 옷





## Hot dogs can \*choke children



The American Academy of Pediatrics wants hot dogs, children's all-time favorite snack, to come with a \*warning label, reported USA Today.

In a recent statement written by Gary Smith, director at the Nationwide Children's Hospital in Columbus, Ohio, more than 10,000 children under the age of 14 head to the emergency room every year after choking on food and 77 of them die on average. Furthermore, about 17 percent of food-related choking cases are caused by hot dogs.

"If you were to take the best engineers in the world and try to design the perfect plug for a child's \*airway, it would be a hot dog," said Smith.

In order to prevent choking incidents, the academy recommends hot dogs to be reshaped – circular, square or in any other "safe" shape – and come with a warning label.

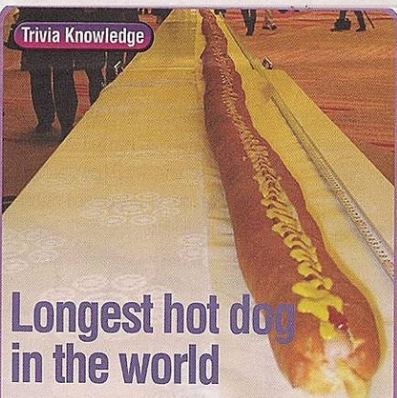
The president of the National Hot Dog & Sausage Council, Janet Riley, agrees that parents should be educated about choking prevention but she doubts whether warning labels are necessary. Riley stresses that hot dogs on sale already recommend parents to cut them into pieces before serving them.

According to the article, the Food and Drug Administration is planning to review the statement.

By Yoo Bo-lam (bolamyoo@heraldm.com)

Word Guide | 핫도그가 어린이를 질식사시킬 수도 있다 · \*choke 질식사하다 \*warning label 경고문 \*airway 기도

### Trivia Knowledge



## Longest hot dog in the world

The world record for the longest hot dog is held by Japan. The hot dog was cooked on Aug. 4, 2006 and it measured a \*whopping 60 meters in a 60.3-meter bun.

The massive hot dog was a \*collaboration of Shizuoka Meat Producers of Shizuoka and the All-Japan Bread Association. It was made as the \*centerpiece of a media event held by the association to celebrate its 50th anniversary.

By Yoo Bo-lam (bolamyoo@heraldm.com)

Word Guide | 세상에서 가장 긴 핫도그 · \*whopping 엄청 큰 \*collaboration 합작 \*centerpiece 중심물

## New book tells the story of teenage inventors

Inventions are not only limited to great inventors. Anyone who develops a new idea can become an inventor and new inventions can be inspired by any of the \*inconveniences encountered in everyday life.

Recently, a new book that focuses on teenage inventors was published. Titled "A Weird Invention Factory Even Fascinated by Edison (에디슨도 반해버린 엉뚱한 발명 연구소)," the book \*recounts the process of invention undertaken by 39 award winners at the 2009 competition for youth's imaginary skills.

In the book, there is a thorough description of how the 39 teenagers turned some of their inconveniences to \*practical inventions.

Some of the award-winning inventions include a silicon pad that prevents cuts formed by braces, a water-saving toilet and an \*apparatus that can open refrigerators by using a foot.

All the new inventions in the book have sprung up from ideas and \*hassles that came up in everyday places including the kitchen, living room, bathroom, study room and school. The book is a good illustration of how great inventions start with simple ideas.

By Yoo Bo-lam (bolamyoo@heraldm.com)

Word Guide | 새 책이 청소년 발명가들의 아이디어를 이야기한다 · \*inconvenience 불편 \*recount 이야기하다 \*practical 현실적인 \*apparatus 장치 \*hassle 귀찮은 상황



# Kim Yu-na, the queen of figure skating



On Feb. 13, the Vancouver 2010 Winter Olympics kicked off.

Before Kim Yu-na \*mesmerized the whole world with her skating skills, Korea had three gold and two silver medals in long-track speed skating. And two gold, two silver and one bronze medals in short-track.

On Feb. 26, another gold medal was added to Korea's \*medal tally. Kim Yu-na won the gold medal in the women's figure skating and set a new world record. Her jumping and acting were excellent. She gained 78.50 points in the short program, and 150.06 in free skating program. Her overall score was 23.06 points higher than Mao Asada, who became the silver medalist. BBC news even called the score a "monstrous score." The British broadcaster also said "It is a score that other top competitors could only dream about. Her

skating was amazing and she was also surprised by herself."

While I was watching Kim's performance, I felt a bit \*nervous and I was worried that she might make a mistake or slip. But she performed all her techniques perfectly and I was following her steps \*inwardly. Her motions were \*flexible and exciting. It seemed like she was absorbed into her own skating. People who were watching the competition through television could not take their eyes off the 20-year-old figure skater. Audiences cheered and clapped when she finished her program. She did a clean and perfect performance. Given the \*results, we could imagine how hard she trained for the Olympics.

"The Olympics is the biggest competition but it is held every four years. So I kept repeating to myself that I'm not the only person who wants to \*seize that chance. When I won the world title, I thought to myself that I've already become a world champion. This helped me lighten my burden," said Kim.

I hope Kim Yu-na's \*reputation as the queen of figure skating will continue!

By Min Yae-gi (Third Grade, Munji Middle School)

Word Guide | 김연아 - 피겨스케이팅의 여왕: "mesmerize 마음을 사로잡다" "medal tally 메달 순위" "monstrous 엄청난, 괴물 같은" "nervous 긴장하는" "inwardly 마음속으로" "flexible 유연한" "results 결과" "seize 움켜잡다, 붙잡다" "reputation 명예"

## Winners of speech contest



Herald Media Inc. and Air Canada co-hosted the 3rd Air Canada Junior English Speech Contest at the newspaper's auditorium in central Seoul on Feb. 11.

The grand prize went to Kim Yun-hyung (fourth from left, front row), a student at Sammok Elementary School in Incheon. There were two winners for the first prize, three for the second and four for the third.

Word Guide | 올림피아드 중계의 문제점: "controversy 논란" "rights of broadcasting 중계권" "exercise 행사하다" "properly 올바르게" "cooperation 협력"





# Conglomerates support winter sports

## Samsung Electronics sponsors Vancouver \*Paralympics



Samsung Electronics has signed a deal to sponsor the 2010 Vancouver Paralympics Winter Games. Samsung will be the official sponsor for the "Wireless Communication Category."

Athletes participating in the Paralympics will be wearing the official "bib" that includes Samsung's logo. And during the Paralympics, Samsung will install advertising billboards around the Games venues to promote the company.

"The continuous involvement of an \*innovative, global company like Samsung will contribute enormously to the success of the Vancouver 2010 Paralympics Winter Games," Philip Craven, the president of the International Paralympics Committee (IPC), was quoted as saying.

The Paralympics will be held for 10 days starting from March 12. Athletes from more than 30 nations will gather at Vancouver and Whistler and compete in five sports. These five sports are



alpine skiing, biathlon, cross-country skiing, wheelchair curling and sledge hockey.

Samsung first became an official sponsor for the Winter Paralympics during the Turin 2006 Paralympics Winter Games.

## LG Electronics extends Snowboard World Cup sponsorship



LG Electronics has started supporting the FIS Snowboard World Cup since the 2008-2009 season. The company

has once again decided to sponsor the events in the 2010-2011 season.

"After sponsoring the event two times, we came to a conclusion that through the sponsorship LG has appealed to the world as a \*sophisticated brand. This is why we have decided to \*extend the sponsorship for one year," said Dermot Boden, chief marketing officer (CMO) at LG Electronics.

Together with the sponsorship, LG is able to use the photos and video footages of the World Cup for sale promotions for its company. LG is expected to obtain a \*sales promotion effect of more than \$3,000.

The 2010-2011 FIS World Cup season will kick off in New Zealand in September. The World Cup will be held in 20 cities in 15 countries. Last November, the FIS World Cup Big Air competition was held in Gwanghwamun in Seoul.

By Yeom Min-a (mina@heraldm.com)

**Word Guide** | 대기업 동계스포츠 후원하다 : \*Paralympics 장애인 올림픽 \*wireless communication 무선통신 \*bib 스포츠경기 참가자와 등재되는 번호판 \*innovative 획기적인 \*sophisticate 세련된 \*extend 연장하다  
\*sales promotion effect 판촉효과