

Brother A-Zhong' s Postcards - A Hit at the TKU Campus Fair

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On November 3, one of the stalls at the TKU Campus Fair was selling the postcards of well-known local photographer, Brother A-Zhong. The stall was set up jointly by TKU students and the sport wear company, Go Hiking, which previously sponsored a Brother A-Zhong photo exhibition. A total of close to 150 postcards were sold during the campus fair, and many lucky students got to take home free Go Hiking t-shirts valued at up to \$1,000 NT.

The idea to team up with Go Hiking was part of a classroom assignment in which teams of students had to think of innovative ways to market local products. Other proposed ideas included transforming the 18 Ice Cream Bar (a shop near the Tamsui Campus) into a Live House bar and promoting The Big Issue by inviting local vendors of the magazine to come to TKU to deliver lectures.

