

Zhang Tingjun

Age 30, Co-founder of The Chain Reaction Project

Tingjun's brainchild, The Chain Reaction Project (TCRP), is a non-profit organisation which cleverly combines philanthropy and adventure to raise funds for the world's needy. Today, TCRP has gathered a steady momentum and garnered a loyal group of followers who call themselves "catalysts for change".

The TCRP team travels to places like Cambodia and Mount Kilimanjaro, where they bike, power-marathon or even climb mountains to raise funds for various charities. "Over the last four years, the 400 'catalysts' who have joined us on our adventures have raised approximately \$400,000, which has in turn benefitted some 30,000 beneficiaries," Tingjun reveals.

"It's about giving back in a way which makes sense to you," she shares. "I've gained so much in terms of growing as a person." The former national netballer adds, "Although TCRP incorporates a sporting element in our trips, I've learnt that it isn't about being the first to cross the finish line. It's about making sure that everyone else crosses that finish line too!"

Tingjun's creative idea to change the world through adventure was conceived

when she participated in a 450-km bike race through Timor Leste with three other friends. "It seemed very selfish to just go there, ride our bikes and take pictures, when people there had nothing," she says matter-of-factly. "We embarked on using adventure as a platform for change. Subsequently, we raised over \$44,500 for HIAM-Health, the region's first kids' malnutrition rehabilitation centre."

Tingjun eventually left her job as a producer at Channel NewsAsia to work full time with TCRP, going almost two years without drawing a salary. These days, she selectively takes on emceeing gigs, but driving TCRP remains her priority.

Tingjun says firmly, "Women need to understand the power that we possess are forces for good. Those of us lucky enough to not have to worry about survival sometimes need to be prodded to reflect on our lives, and challenged to see if we've settled for success - versus significance."

"Fishermen put catfish together with codfish to keep the codfish agile, when shipping them from Alaska to China," she explains. "I see my role as a catfish - someone who keeps challenging and prodding others to be human catalysts for positive change!"



Health, Sports & Wellness



SIMPLICITY

A classic beauty, Noemia comes with a finely crafted mother-of-pearl dial, adorned with eight lovely diamonds and beautiful Roman numerals. Its beauty is enhanced by a touch of midnight blue on its crown, synchronised with a brushed steel bracelet and double-push RW folding clasp.

Presenter:

RAYMOND WEIL
GENEVE

WGC Great Women Of Our Time 2013

Every year, we honour 18 trailblazers who have made significant contributions to their respective industries, and who are paving the way for future generations. Turn the page to meet the six nominees in the categories of Arts & Media, and Health, Sports & Wellness