

Friday 31st January is set to be a very special day. All around the world, from Hong Kong to



Singapore, from London to New York, celebrations will begin to mark the last day of the year in the Chinese calendar, and the beginning of a brand new year. Chinese New Year is an event that has been celebrated for centuries, and celebrations can last for over two weeks, culminating in the famous Lantern Festival. Celebrations vary by region, but can involve special cuisine, spending time with family, giving gifts of money, lighting fireworks, and clearing the house to sweep away the bad luck of the previous year, ready to usher in the good luck for the year ahead.

Every year Reach Cambridge summer school welcomes high school students from all across the world for the summer of a lifetime– including many students from China and Singapore. So, to celebrate, we are offering a fantastic Chinese New Year discount for all of our summer 2014

programs. If you apply and pay your deposit by 3rd February, not only will you secure a place to an amazing summer experience, but you will also save £288!

Why £288? The number 8 is considered a lucky number in Chinese culture, in fact, the word for the number 8 sounds remarkably similar to the word for 'prosper'! Telephone numbers and licence plates containing these lucky numbers can fetch surprisingly high prices. For instance, a phone number made up solely of number eights sold for around \$280,000 in China in 2003! The number 8 is so auspicious that when Beijing hosted the Olympics in 2008, the opening ceremony was held at 8 seconds and 8 minutes past 8pm on 08/08/2008!

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But every country has its own unique traditions, beliefs, and culture. We think that is what makes the world such an exciting place to live in and explore. One of the best things about Reach Cambridge summer school is the cultural diversity that is at the centre of our summer study program. In summer 2013, high school students from over 40 different countries across Europe, the North America, South America, Africa, Asia, and Australia came together to live and learn on Reach Cambridge programs. Strong friendships were formed and, aided by the wonders of the internet and social media, many of them are still in touch now on a daily basis!

So, we invite you to join us here at Reach Cambridge summer school and take advantage of our excellent Chinese New Year offer – apply before 3rd February and save £288 on our summer programs in 2014 (which is, in the Chinese zodiac, the Year of The Horse!) Go on, it's your lucky day!



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