



Limitless
you.
Limitless
future.

#MyCambridgeALevelStory

Step into the spotlight with your Cambridge Advanced journey

Dear School Leaders,

Over the past months, we have received strong interest and several enquiries from schools looking for opportunities to meaningfully showcase their Cambridge A Level students' journeys and outcomes. In response to this growing demand, we are delighted to introduce **#MyCambridgeALevelStory**.

This initiative has been created as a platform for schools to spotlight their Cambridge A Level students, alumni, and families, sharing real stories that reflect the depth and impact of the programme and make your school stand out.

By participating, your school will be able to:

Feature authentic learner and parent stories

Showcase future-ready skills demonstrated by Cambridge A Level learners

How to participate

- Record and publish short videos on your school's official **Instagram, Facebook, YouTube, and LinkedIn** handles
- Use the hashtag **#MyCambridgeALevelStory** and tag the Cambridge South Asia pages:
 - Instagram: @cambridgesasia
 - Facebook: @Cambridge - South Asia
 - LinkedIn: @Cambridge - South Asia
 - Youtube: @CUPASouthAsia

Video guidelines

- **Students / Alumni: 30–45 seconds**
- **Parents: 45–60 seconds**

Selected videos will be reposted on Cambridge South Asia social media handles.

Write to gaurav.kamal@cambridge.org to receive campaign assets and participation details.

We look forward to your school's active participation as we come together to celebrate the inspiring journeys of Cambridge learners and families.

Warm regards,
Cambridge International Education, South Asia