



For immediate release

MEDIA RELEASE

‘TRUEHEARTS’ - A DISPLAY OF TRUE TALENTS AND PERSEVERANCE; MOVING BEYOND FUND-RAISING

Cane baskets and batik painting would be among the art pieces exhibited in an art gallery this Sunday evening. More than 20 special people, from as young as 10 to 80 years old, would be producing the art pieces within two hours at the Toa Payoh HDB Hub this Sunday, 7 June 2009, ‘live’ at the ‘TrueHearts’ Show.

Last televised in 2004, the ‘TrueHearts’ Show is back this year with the aim to help the needy ride out the tough times and to showcase the true talents of our beneficiaries. Billed as its biggest fund-raising event with a difference, Community Chest aims to galvanise Singaporeans in a nation-wide effort to help the less fortunate in our society through the charity TV show.

Art Gallery

APSN Chaoyang School student Nurul Aznizah Bte Azni, 11, who has below average adaptive behaviour skills, has been working tirelessly at perfecting her Batik painting for the art gallery segment for the charity show, despite a sprained wrist which was in a cast for a month. It was a personal achievement for her to be able to showcase her work which has also made her parents very proud. The segment would also include a display of exquisitely-weaved cane baskets by Mr Chua Hoe Sia, 79, an ex-leprosy patient who is now supported by the Singapore Leprosy Relief Association (SILRA) Home, a Community Chest funded programme.

Ms Oscar Ng, Creative Director of NAFA International, Nanyang Academy of Fine Arts, who is also the Volunteer Creative Consultant of the ‘TrueHearts’ Art Gallery, says, “I am deeply impressed by the quality and the level of commitment that Mr Chua, Nurul and the many other beneficiaries, have put in for the art gallery. They have risen to the challenge that I’ve posted to them and have shown exceptional talent. It has been an enriching experience working with them and seeing their superb and inspiring work of art!”

Art is also used as a form of therapy to improve communication and coordination skills of persons with disabilities. It helps them to explore their artistic talent so that they learn to express their inner feelings and moods, which also enhances their self-esteem, and strengthens their decision-making skills.

Besides modern basket weaving and batik painting, the other art forms that would be featured are Contemporary Chinese Ink, Finger Painting, Acrylic Painting, Tile Painting, Pointillistic Painting, Ceramics Motif Tree and Paper Beads Painting. Art lovers and interested members of the public who wish to own a piece of these beautiful art can bid for them online through www.comchest.org.sg. The charity auction portal will open from 7 June, 9 pm to 12 June, 12 pm.

‘TrueHearts’ Show

“We hope to raise as much as we can given the current economic climate and the increased needs. I urge Singaporeans to respond generously so that children with special needs, dysfunctional families and the vulnerable elderly living alone can continue to meet daily challenges and have the opportunity to live a life of dignity to their fullest potential,” says Mr Edmund Tie, Organising Chairman for ‘TrueHearts’ and Vice-Chairman of Community Chest.

Set in the heartland of Singapore at the HDB Hub in Toa Payoh, viewers will also have a first-hand experience of the talents of our beneficiaries through performances such as Yang Ching, Wushu, Drums and Ballet which beneficiaries, together with MediaCorp artistes, have been training very hard for the past few months to present to viewers. Community Chest hopes Singaporeans will come to deeply appreciate the daily challenges that beneficiaries face, and how crucial and significant the care and life-long charity support is to them.

The Show boasts a star-studded cast, including Jeanette Aw and Dai Yang Tian (‘Little Nonya’), Rui En (‘My School Daze’ and singer of Community Chest’s song - ‘Listen to Your Heart’), Joshua Ang (‘I not Stupid’ and ‘Table of Glory’) and Zheng Ge Ping (‘Table of Glory’). Foreign artistes Zhang Qing Fang, Tang Lan Hua, Ye Zhen Tang and Show Luo will also be lending their support to the show. The hosts for the show are Quan Yi Feng, Lin Chi Yuan and Cavin Soh.

Donate Generously

Telepoll lines are open from now to 14 June 2009, midnight. The numbers to dial are: 1900–112-8805 for a donation of \$5, 1900-112-8815 for \$15 and 1900-112-8835 for \$35. All donations will go towards 155 critical social service programmes serving more than 340,000 people in need under Community Chest.

POSB has also stepped forward to help the less fortunate by making available its extensive self-service banking channels to help Community Chest raise funds. POSB customers can donate to Community Chest through bill payment service via phone banking, internet banking and over 900 POSB/DBS ATMs island-wide. In addition, donation boxes have been made available at all 52 POSB branches. To encourage its customers to contribute to Community Chest, POSB is also giving a 5% cash rebate to POSB Everyday Cardmembers for every \$10 donation via telepoll line 6691 2233.

Catch 'TrueHearts' on 7 June, from 7 to 10 pm, showing 'live' on Channel 8, and give Nurul and her friends your fullest support!

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Community Chest

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that the fundraising costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools (Private) Limited, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as www.comchest.org.sg and www.vpost.com.sg, through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's SHARE programme (the sign-up form is available at www.comchest.org.sg) where one can make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

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