



**For immediate release**

## **MEDIA RELEASE**

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# **TRUE TALENTS AT 'TRUEHEARTS' BRINGS IN \$3.3 M**

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Community Chest would like to thank all its donors, the local and foreign artistes, and the beneficiaries for their contributions and support at its 'TrueHearts' Show at the Toa Payoh HDB Hub on 7 June 2009.

The true talents of the beneficiaries and those of the local and foreign artistes raked in a record \$3.3 million at the 'live' show last night. This is the largest amount pledged in a single event for Community Chest in the decade. The community responded to the needs of the beneficiaries with a total number of 130,000 calls made through the 'TrueHearts' telepoll lines and ongoing online bids for the art pieces completed by the beneficiaries during the show.

Community Chest would like to applaud the efforts of all artistes, beneficiaries, production crew and volunteers who have contributed to the show. Call counts should not be used to reflect the ranking of the performances by the artistes and beneficiaries. The combined efforts and commitment were the true grits and spirits that have made the show a resounding success. The good interplay of video messages within each performance and segment together with the progress from the art gallery during the entire show have also provided the necessary additional winning touches to the audience's hearts. As in any charity show, the viewers and audience warm up as the show progresses, and hence the call counts would be expected to increase. We are deeply appreciative of the dedication made by all artistes including Rui En who opened the show with her performance that rallied over 2,300 calls and the Taiko Drum performers who ended the TrueHearts show successfully with a total of over 130,000 calls.

## Details of the Call Count by Segments

Please find below the details of the call counts garnered during the different segments of the show:

S/N	Segments	Call Counts <sup>1</sup>
1	Opening of TrueHearts Show, which included: <ul style="list-style-type: none"> <li>○ Rui En song performance and appearance of six key beneficiaries involved in the Show</li> <li>○ Video trailer of Community Chest beneficiary</li> </ul>	2,323
2	Wushu performance by: <ul style="list-style-type: none"> <li>○ Zheng Ge Ping, Alan Tern, Dai Yang Tian and Joshua Ang with students from Metta School</li> </ul>	4,266
3	Band performance, which included: <ul style="list-style-type: none"> <li>○ Yang qin performance by Ann Kok and Liu Ling Ling with Community Chest beneficiaries</li> <li>○ Song item by Liu Ling Ling and Ang Mo Pia</li> <li>○ Video trailer of Community Chest beneficiary</li> </ul>	Yang qin performance – 1,942  Song item by Ang Mo Pia – 1,803
4	Song item by Tang Lan Hua, which included: <ul style="list-style-type: none"> <li>○ Video trailer of Community Chest beneficiary</li> </ul>	7,551
5	Ballet performance by: <ul style="list-style-type: none"> <li>○ Jeanette Aw, Cavin Soh, Jeremy Tian, and Michelle Tay with Community Chest beneficiary</li> </ul>	8,038
6	Song item by Ye Zhen Tang	7,769
7	Piano performance by Rebecca Koh and Azariah Tan	29,013
8	Song item by Luo Zhixiang	5,011
9	Song item by Stella Chang, which included: <ul style="list-style-type: none"> <li>○ Three songs sang by Stella Chang</li> <li>○ Video trailer of Community Chest beneficiary</li> </ul> NB: Advertisements were aired in between the song item	45,445
10	Drum performance by: <ul style="list-style-type: none"> <li>○ Fiona Xie, Rayson Tan, Ben Yeo, Lee Teng and Yuan Shuai with Community Chest beneficiaries</li> </ul>	5,913

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<sup>1</sup> Call counts exclude calls received during advertisements.

## **Art Auction**

10 pieces of beautiful pieces of arts from batik painting to basket weaving were creatively made by the beneficiaries of Community Chest during the 'TrueHearts' Show. Art lovers and interested members of the public who wish to own a piece of these creations can now place their bids at [www.comchest.org.sg](http://www.comchest.org.sg). The charity auction portal would be open until 12 June 2009, 12 pm.

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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](http://www.comchest.org.sg) and [www.vpost.com.sg](http://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](http://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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