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MEDIA RELEASE

COMMUNITY CHEST'S 'TRUEHEARTS' SHOW TO HELP NEEDY RIDE OUT TOUGH TIMES

May 13, 2009 – Osland Bin Othman, 48, Singapore Cheshire Home, offered Singaporeans the hope of better times and a better world through their melodious rendition of the mandarin song, “天上人间”. His performance at the launch of ‘TrueHearts’ Show provided a sneak preview of what Singaporeans can expect to watch ‘live’ on Channel 8 on 7 June.

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

“We hope to raise \$3 million through the ‘TrueHearts’ Show. However, given the current economic climate and the increased needs, we hope to raise as much as we can. I urge Singaporeans to respond generously. In addition to the people affected by the downturn, there are also children with special needs, dysfunctional families and the vulnerable elderly living alone, who require long-term social assistance. Through the ‘TrueHearts’ Show, we want to offer them a ray of hope. They, more so than ever, need our continued support 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.

‘TrueHearts’ Show

The charity show by Community Chest offers Singaporeans a glimpse into the lives of Alex, Mirella and their friends. Through the eyes of Mirella Nathina Sabanayagam, 12, Canossian School, and Alex Soh, 12, Metta School, Singaporeans will come to see their perception of our world through photo collages that they have painstakingly put together for the show.

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 Osland and his friends, together with MediaCorp artistes, are training very hard each week to present to viewers. Community Chest hopes Singaporeans will come to deeply appreciate the daily challenges that they face, and how crucial and significant the care and life-long charity support is to them.

Osland has Muscular Dystrophy and requires the use of a wheelchair to commute around. But that has not stopped him from living life to the fullest. Through regular therapy, the Singapore Cheshire Home helps to delay his condition from deteriorating and to keep him mobile and independent for as long as possible. Singaporeans' contribution to Community Chest has enabled Osland to continue receiving long-term care and rehabilitation at the Singapore Cheshire Home.

Osland said, "Getting around can be a challenge for me physically, but that does not stop me from achieving the things that I want to do and to live a purpose-filled life. I would like to thank the many concerned donors out there for giving me the strength to achieve my dreams and the opportunity to share my joy with others!"

The Show boasts a star-studded cast with the likes of 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'). The hosts for the show are Quan Yi Feng, Lin Chi Yuan and Cavin Soh.

Donate generously

Telepoll lines will be open from 13 May 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.

Catch 'TrueHearts' on 7 June, from 7 to 10 pm, showing 'live' on Channel 8, and give Osland and his 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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