



Immediate Release

MEDIA RELEASE

COMMUNITY CHEST PARTNERS LOCAL ARTIST, PETER DRAW, IN ITS BIGGEST FUND-RAISING CAMPAIGN FOR CHILDREN

Singapore, September 24, 2009 – Children can contribute to helping other children who are less fortunate too! Community Chest Children’s Day Appeal will reach out to over 290,000 pre-school and primary school children in Singapore, making it the biggest fund-raising campaign for children this year.

Nurturing children to succeed is one of the causes that Community Chest supports. For the past 15 years, Community Chest has raised more than \$11 million through the Children’s Day Appeal to fund programmes such as early intervention, social and life skills training for less fortunate children.

This year, Community Chest will partner young Singaporean artist, Peter Draw, for the second time for the Children’s Day Appeal. Peter Draw holds the Guinness Book of Records for the world’s largest caricature. The Community Chest Children’s Day Appeal envelopes, which will be distributed to all the pre-schools and primary schools, will provide the first hint of what Peter Draw’s exhibition and artwork is about. This year’s Children’s Day Appeal not only encourages school children to donate, but also aims to raise awareness amongst the adults that they too, can make a difference in the lives of others around them.

Peter Draw first collaborated with Community Chest in its Children’s Day Appeal last year where he contributed towards the design of the donation envelopes. The project raised an impressive sum of over \$600,000 from the children and teachers of more than 310 participating schools, for the beneficiaries served by the Community Chest funded programmes.

“Community Chest is really delighted to partner Peter in this meaningful project as his creativity and passion continues to encourage children to care and help the less

privileged in our society. We hope to continue this wonderful partnership for many more years,” said Ms Tan Bee Heong, Director, Community Partnerships Division, National Council of Social Service.

Peter Draw said: “It breaks my heart to see children suffering in conditions and situations beyond their own decisions. I just feel that if we could do something to help relieve their pain and suffering, that would count as a big success. And to rope in children living in the same community to do so would make it so much more meaningful. I know our children understand the importance of helping others and hopefully, we can do better than the years before.”

All pre-schools and primary schools were invited to participate in the Community Chest Children’s Day Appeal 2009 and 300,000 donation envelopes will be distributed to participating schools by 28 September 2009.

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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 fund-raising 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.

Peter Draw

Peter Draw is a aspiring local artist whose works have touched and inspired many lives in Singapore and the region. His past works and projects include the world's largest caricature (2007), 24-Hour Drawing (2007) and the ASEAN Children's Happy Drawing Tour (2008). Peter holds the Guinness Book of Records for the world's largest caricature and was awarded the Outstanding Young Persons of Singapore for contribution to children and world peace.

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