

MEDIA INVITE

Immediate Release



POPIAH HAWKER PLEDGES A DAY'S PROCEEDS TO RAISE FUNDS FOR COMMUNITY CHEST

Singapore, September 1, 2010 – Ann Chin Popiah Stall will be raising funds for Community Chest to help the needy on Sunday, 5 September 2010, at the Kreta Ayer Hawker Centre. This is the first time that a hawker is pledging a day's sale proceeds to raise funds for Community Chest. 20 seniors from the AWWA Community Home for Senior Citizens will also be given a popiah treat at the event.

Community Chest selected for its reach

Mr Andy Tan's family has been making handmade popiah skin and selling it wholesale to other hawkers for the past 50 years. "Since the setting up of my stall in Chinatown two years ago, I have had opportunities to interact with elderly customers in the Kreta Ayer Hawker Centre. Most of them live frugally and some even have to peddle packets of tissue in their old age. This has spurred me to do something to help the less fortunate," said Mr Tan.

Mr Tan hopes to sell about 600 rolls of popiahs to raise at least \$1,200 for Community Chest. He will also match dollar for dollar the amount raised through the charity sale. He said: "I chose to contribute to the Community Chest because it is trustworthy and helps many people in need."

Community Chest hopes more will emulate

Community Chest hopes that more people will emulate Mr Tan's efforts in helping the needy. "Community Chest is grateful to Mr Tan for his initiative. Through his generous act, he has shown that everyone can play a part in helping the less fortunate," said Ms Tan Bee Heong, Director, Community Chest. This year, Community Chest needs to raise \$55.2 million to support 161 social service programmes serving more than 320,000 people in need.

COMMUNITY CHEST | The NCSS Fund-raising Division

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Invitation to the charity sale of popiah

We would like to invite your reporter and photographer/ camera crew to attend the charity sale of popiah on 5 September 2010.

Event: **Charity Sale of Popiah**
Date: **Sunday, 5 September 2010**
Time: **10 am to 7 pm**
(Seniors from the AWWA Community Home will be present from 11 am to 12 pm)
Venue: **Kreta Ayer Hawker Centre (also known as Chinatown Food Centre)**
336 Smith Street

Pre-event interviews and photography may be arranged upon request. Please reply your attendance by **Friday, 3 September 2010 by 5pm.**

For RSVP and media enquiries, please contact:

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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 and other operating costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools, 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.

**Issued by: Corporate Communications Division
National Council of Social Service
Wednesday, 1 September 2010**