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## **CHARITREES AT MARINA BAY PUT A SMILE ON FACES OF COMMUNITY CHEST BENEFICIARIES THIS CHRISTMAS**

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**SINGAPORE, NOVEMBER 11, 2011** – Set against the signature Singapore skyline, 20 Norfolk Pine trees will be placed along the Waterfront Promenade for the first time, transforming the Marina Bay area during the Christmas holiday season. These 10-foot trees, aptly called “ChariTrees”, are jointly brought in by Community Chest and the Urban Redevelopment Authority (URA).

17 organisations have also joined in the project to decorate the trees and make the Christmas atmosphere and festivities even livelier at the Marina Bay area from now to 1 January 2012. More importantly, these big-hearted organisations have not forgotten the less fortunate during this festive season and leveraged on this platform to donate to the beneficiaries under the care of Community Chest.

“We are grateful to our partners who have stepped forward to adopt the ChariTrees. These organisations have truly made this season celebratory for our beneficiaries through their donations. Besides helping the needy in society, they have also made it possible for the public to enjoy and celebrate the yuletide season at the Marina Bay area with their beautifully decorated trees. Some corporations have even arranged for their staff and our beneficiaries to be involved in the decoration of the trees. We are deeply appreciative of all their efforts,” said Ms Tan Bee Heong, Director of Community Chest.

“URA is delighted to be part of this good cause. Marina Bay is shaping up very well in line with our vision to make it the people’s Bay, and a large part of the community will be here to celebrate the year-end festive season. It is heartening to see that the community has not forgotten the less fortunate in society during this period,” said Mr Ng Lang, URA’s Chief Executive Officer.

HSBC, for example, has gone the extra mile in not only adopting two ChariTrees but also having HSBC volunteers join hands with children from Moral Family Service Centre (Bedok North), which is supported by Community Chest, to decorate the ChariTrees and share the festive joy.

Other Community Chest beneficiaries are also involved in the decoration of the ChariTrees. For example, Mr Lokman Bin Apandi, who has joined the APSN Centre for Adults in 2001, will have his artwork displayed in one of the ChariTrees decorated by Community Chest. A total of 20 pieces of artworks by beneficiaries will be displayed on the two ChariTrees decorated by Community Chest.

Mr Lokman was diagnosed with mild intellectual disability since young. He has been receiving training from the APSN Centre for Adults in areas such as acrylic and glass painting and many of his paintings have been sold. He is now more independent and confident, and often helps his peers by providing guidance on how they can improve their paintings.

He said, "I am very happy that Community Chest has given me this opportunity to showcase my artwork. Christmas is a season of joy and I hope my artwork can help to bring a smile to the faces of those who come by to view the ChariTrees at Marina Bay. It is my way of saying 'Thank you' to all those who have supported us."

The ChariTrees, which are fitted with LED lights, will be lit from 19 November 2011 (during the Christmas Light-Up 2011 Switch-On Ceremony) to 1 January 2012 at the following timings:

Sunday to Thursday: 7pm to 12 midnight

Friday to Saturday: 7pm to 2am

24 December 2011: 7pm to 6am

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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 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 [comchest.sg](http://comchest.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 workplace giving programme "SHARE", where employees make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

Community Chest aims to raise \$55.7 million this year to help support 70 charities in running 158 critical social service programmes. The funds raised will benefit some 300,000 people including children with special needs, youths-at-risk, persons with disabilities, lonely and frail elderly and families in need.

### **Urban Redevelopment Authority**

The Urban Redevelopment Authority (URA) is Singapore's national land use planning and conservation agency. URA's mission is "to make Singapore a great city to live, work and play in". We strive to create a vibrant and sustainable city of distinction by planning and facilitating Singapore's physical development in partnership with the community. As the main land sales agent for the state, our multifaceted engagement strategy includes the sale of state land to attract and channel private capital investment to develop sites for meeting our land use needs. As the place manager for Marina Bay, we promote exciting activities within Marina Bay in collaboration with other government agencies and private stakeholders. To create an exciting cityscape, URA also actively promotes architecture and urban design excellence. For more information, please visit us at [www.ura.gov.sg](http://www.ura.gov.sg).

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