

MEDIA RELEASE

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NEW RECORD BY COMMUNITY CHEST FOR “THE LARGEST LOGO MADE OF PALMPRINTS” *Over \$500,000 raised through annual Give-A-Hand campaign*

SINGAPORE, MARCH 11, 2011 – Community Chest set a new record in the Singapore Book of Records by creating the largest palmprint montage formed by palmprints collected from corporate donors, beneficiaries and the public to raise funds for charities under its care.

“The Give A Hand! campaign aims to encourage everyone to lend a helping hand to those in need. This year, different segments of society, which includes our corporate donors, beneficiaries and the public, have come together for this record-breaking event to literally “Give A Hand” in the form of palmprints for charity,” said Miss Eunice Olsen, member of the Community Chest Committee.

At the grand finale of the roadshow, the Singapore Book of Records presented the certificate for “The Largest Logo Made of Palmprints” to Miss Olsen.

Beneficiaries and corporate donors lend a hand

3 quadrants of the canvas sheet that formed the montage were sent to the Spastic Children’s Association School and our major partners NTUC FairPrice Foundation and Singapore Airlines prior to the roadshow for the palmprint collection. Staff and customers of NTUC FairPrice participated actively in palmprinting the canvas at the launch for the Give A Hand! campaign on 26 February 2011. Over 600 staff from our corporate partners and beneficiaries were involved in filling up the canvas over the past 2 weeks.

NTUC FairPrice Managing Director for Business Groups Mr Gerry Lee said, “We are delighted to be part of the palmprint montage. This shows that charity work can be fun and meaningful”.

The final section of the canvas was put up at the Give A Hand! roadshow, where members of the public were encouraged to donate \$2 to make a palmprint. Miss Olsen, MediaCorp artistes Patricia Mok and Kym Ng, representatives from our corporate partners and beneficiaries were also invited to make their palmprints to complete the montage. The roadshow was held over 2 days, from 12 to 13 March 2011.

10-year-old Gan Sun Ling, a student from Spastic Children's Association School (SCAS), was one of the few beneficiaries who made the last few palmprints. Diagnosed with Spastic Quadriplegia since young, she was not able to walk when she enrolled in SCAS in 2008. After three years in the special education and physiotherapy programmes, Sun Ling is now able to walk with facilitation.

"It was very fun to paint our hands and print them on this canvas. A big 'thank you' to everyone who has come together to make this meaningful event possible. I am very glad to be a part of it. Thank you, Community Chest!" said Sun Ling.

Community Chest raised \$500,000

NTUC FairPrice Foundation, Singapore Airlines, Hewlett-Packard Singapore (Private) Limited, Xilinx Asia Pacific Pte Ltd and Rudi's Fine Food contributed over \$500,000 in total in support of the Give A Hand! Campaign.

"Singapore Airlines has supported Community Chest for many years and we are happy to continue to do our part, this time through the Give A Hand! campaign. This meaningful project will go a long way towards improving the lives of the beneficiaries of Community Chest. It is also an innovative way to reach out to donors," said Mr Nicholas Ionides, Singapore Airlines' Vice President Public Affairs.

The Give A Hand! Roadshow

Give A Hand! is an annual event of Community Chest since 2003 that aims to showcase the talents of our beneficiaries as well as to engage the public in caring and sharing for the less fortunate in our society. This year, besides setting a record for "The Largest Logo Made of Palmprints", Voluntary Welfare Organisations were also invited to put up performances, set up public education booths and showcase their handicraft items and art pieces. Attached for your reference is the programme for the event.

This financial year, Community Chest needs to raise \$55.2 million to support 161 social service programmes serving more than 320,000 people.

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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.

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COMMUNITY CHEST GIVE A HAND! 2011
Closing Ceremony

Date : 13 Mar 2011 (Sunday)
Time : 7.15pm – 8.30pm
Venue : VivoCity, Central Court A

Programme

7.15pm Arrival of Guests

7.45pm Completion of Montage
by representatives from Community Chest, corporate partners,
beneficiaries and MediaCorp artistes Patricia Mok and Kym Ng

Photo opportunity

8.00pm Reception

8.15pm Presentation of Singapore Book of Records certificate to
Community Chest

Presentation of Token-of-Appreciation

Photo opportunity

8.30pm End