

# MEDIA RELEASE

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## **PRESIDENT TONY TAN LAUNCHES HIS FIRST CHRISTMAS LIGHT-UP ORGANISED BY COMMUNITY CHEST AND THE SINGAPORE TOURISM BOARD**

***5,000-strong members of the public with battery-operated candles join in the light-up at Orchard Road***

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**SINGAPORE, NOVEMBER 18, 2011** – For the first time this year, the public will be directly involved in the annual Christmas Light-Up through the lighting of 5,000 battery-operated candles during the Switch-On Ceremony held at Ngee Ann City Civic Plaza on 19 November 2011. These candles will be distributed by Celebrate Christmas in Singapore, the organiser of carolling performances and activities along Orchard Road and at the Marina Bay area during the Christmas season. The Orchard Road Business Association has also pledged to donate \$1 to Community Chest for every candle distributed.

The stunning and memorable visual impact of the candles alongside the lights at Orchard Road will be one of the highlights this year. Community Chest has been partnering the Singapore Tourism Board (STB) to organise the annual Christmas Light-Up Switch-On Ceremony for the past 24 years to mark the start of the year-end festivities, and more importantly, to raise the much needed funds to bring cheer to those in need. The theme for this year's Christmas Light-Up is "Christmas Blooms in Singapore" and President Tony Tan is the Guest-of-Honour for the Switch-On Ceremony.

The fund-raising effort this year has also extended to the Marina Bay area with 20 beautifully decorated Norfolk Pine trees along the Waterfront Promenade for the first time. These 10-foot "ChariTrees", jointly brought in by Community Chest and the Urban Redevelopment Authority, are adopted by 17 big-hearted organisations who had taken the lead in doing their part for charity and had gone the extra mile to decorate the trees to provide an enchanting view at the Marina Bay from now to 1 January 2012.

The Marina Bay Business Association is also supporting Community Chest by donating \$6,000 towards its fund-raising efforts and arranging for donation boxes to be placed in

**COMMUNITY CHEST | The NCSS Fund-raising Division**

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shuttle buses that ply the Marina Bay area during this festive period. The sale of specially designed umbrellas with artist Gail Pantin's panoramic sketch of the Marina Bay will also provide an additional opportunity for the public to play a part in helping the disadvantaged.

"We are grateful to the many organisations who have partnered us at the annual Christmas Light-Up 2011 Switch-On Ceremony, including long-standing partners like STB and The Hitachi Group of Companies, and joint efforts from the Orchard Road Business Association and the Marina Bay Business Association. The public will also be involved this year through innovative ways like the lighting of candles along Orchard Road and creating personalised webpages to garner support and donations from their families and friends. We encourage everyone to give generously this festive season to allow the lives of those in need in our society to thrive, flourish and bloom," said Mr Tan Puay Kern, Co-Chairman of Christmas Light-Up 2011 Switch-On Ceremony Organising Committee.

The Hitachi Group of Companies, the main sponsor for the Switch-On Ceremony, donated \$200,000 to Community Chest this year, bringing their total donation for the past 21 years to \$3.5 million. LianBee-Jeco Pte Ltd and Evangel Family Church also generously donated \$70,000 and about \$30,000 respectively to Community Chest in aid of the less fortunate in Singapore.

"Contributing to the society has always been an important aspect of Hitachi's corporate credo and it was with this purpose that we first started our sponsorship for the Christmas Light-Up in 1991. This year marks our 21st year of participation and we hope to continue to give back to the community through our technology and business solutions as well as through our social contributions," said Mr Kiyoshi Kinugawa, Chief Executive and Chief Innovation Officer for Asia of Hitachi, Ltd and Chairman of Hitachi Asia Ltd.

Community Chest would also like to encourage members of the public to become "ambassadors" for Community Chest through its "My Charity" webpage, which allows members of the public to create a personalised webpage to rally support and donations from their friends and families. Members of the public can make Christmas this year more meaningful by getting their loved ones involved in their causes and donating to those most in need. The public can also donate at the Christmas roadshows on 10 and 11 December 2011 at Tampines 1 (outside Cache Cache) from 10am to 10pm. Sharity Elephant, the ambassador for Community Chest, will be there from 2pm to 5pm to share the message of caring and sharing.

The funds raised from Christmas Light-Up 2011 Switch-On Ceremony will go towards supporting some 300,000 beneficiaries, one of whom is 17-year-old Nur Shafiqah Binte Noor Adi from the Students Care Service (Yishun SYNC programme), which is

supported by Community Chest. Since joining the music programme of Students Care Service in 2008, she has grown in confidence. Shafiqah will perform alongside eight others, who are collectively known to the dance community as “Street Prodigy”, to showcase their award-winning hip-hop dance during the Ceremony.

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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.

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National Council of Social Service  
Friday, 18 November 2011**

**CHRISTMAS LIGHT-UP 2011 SWITCH-ON CEREMONY  
NGEE ANN CITY, CIVIC PLAZA**

**Programme**

- Date : 19 November 2011 (Saturday)  
Time : 6.30pm – 9.40pm  
Venue : Ngee Ann City, Civic Plaza  
391 Orchard Road  
Singapore 238872
- 6.30pm Arrival of guests and media
- 6.50pm Guests and media to be seated
- 7pm Arrival of Guests-of-Honour (GOH)  
President and Mrs Tony Tan Keng Yam
- 7.05pm Dance performance by Street Prodigy of Students Care Service  
(Yishun SYNC programme), supported by Community Chest
- 7.10pm Welcome address by Mr Tan Puay Kern  
Co-Chairman of Christmas Light-Up 2011 Switch-On Ceremony  
Organising Committee
- Address by Mr Kiyoshi Kinugawa  
Chief Executive and Chief Innovation Officer for Asia, Hitachi, Ltd
- 7.20pm Singing performances by
- Local singer, Ms Tay Kewei
  - Vocal Associates @ Tanjong Pagar Community Club, People Association
- 7.30pm Presentation of cheque and tokens of appreciation
- 7.45pm Switch-On Ceremony
- 8pm Reception
- 8.20pm GOH take their leave

8.30pm Open-top bus ride along Orchard Road and to the CharITrees at Marina Bay Waterfront Promenade

9.40pm End