

MEDIA RELEASE

Embargoed until 10.00pm on 23 July 2011



SINGING ENTHUSIASTS LEND THEIR VOICES TO FIRST CHARITY PROJECT FOR COMMUNITY CHEST *\$22,000 RAISED THROUGH “LOVE AND CARE CHARITY NITE”*

SINGAPORE, JULY 21, 2011 – A group of 60 singing enthusiasts, in their 30s to 60s, will charm a 400-strong crowd with their voices at the “Love and Care Charity Nite” this Saturday. All funds raised at the event through ticket sales, outright donations and sales of merchandise will be donated to the HCA Hospice Day Care Centre and Hospice Home Care Service, two programmes under HCA Hospice Care that is supported by Community Chest. To date, this group have raised \$22,000, exceeding their initial target of \$20,000.

“This group of singing enthusiasts has creatively used their talents to make an impact on the community. Their efforts illustrate the important role played by the larger community to help improve the lives of our beneficiaries. We hope that their story will inspire more recreational groups to come forward to contribute to Community Chest and help the needy,” said Ms Tan Bee Heong, Director of Community Chest.

This is the first time that Community Chest has received donations from a recreational group of singing enthusiasts. It is also the first time that Ms Patricia Wong is organising a fund-raising event of such scale. When she attended a singing competition organised by her former vocal training instructor, Mr Kenny Neo, for his students, Ms Wong felt that such a platform would be an excellent avenue to raise funds for the disadvantaged while at the same time, allow singing enthusiasts to showcase their talent. Ms Wong, through the help of Mr Neo, received overwhelming response from Mr Neo’s students to participate in this meaningful project.

“I feel that most people in Singapore are very kind but are sometimes too busy to find means to donate to a charitable cause. I see myself as a bridge for people like them to

reach out to the beneficiaries. I am very happy that many big-hearted individuals and corporations have supported us in different ways. I hope that the amount we have raised will help the beneficiaries of the HCA Hospice Day Care Centre and Hospice Home Care Service spend their last days with dignity,” said Ms Wong.

Ticket sales for the event started in April this year and all 380 tickets priced between \$15 and \$100 were snapped up by the performers’ friends and relatives in two months. The organising committee also garnered outright donations of \$12,000 from individuals and corporations through word-of-mouth publicity. Most of the cost, including venue, sound system and rental of chairs, was also sponsored by the organising committee’s network of business associates, friends and relatives. Sponsors also donated dumplings for them to sell during the recent Dragon Boat festival. The group’s efforts over the past few months will culminate in a finale this Saturday. In addition to the singing performances put up by the performers, a stall to sell merchandise donated by companies and individuals will also be set up to raise more funds for Community Chest.

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.

We would like to invite your reporter and photographer/camera crew to the event.

Event : Love and Care Charity Nite
Venue : Sembawang Community Club, Multi-Purpose Hall
2125 Sembawang Road
Singapore 758528
Date/Time : 23 July 2011 (Saturday), 7.15pm

Attached for your reference is the programme for the event.

Please RSVP your attendance **by noon, Friday, 22 July 2011** to:

Ms Chew Kia Huey	Ms Goh Siew Hian
Senior Executive	Head
Corporate Communications Division	Corporate Communications Division
National Council of Social Service	National Council of Social Service
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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 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
Thursday, 21 July 2011**

LOVE AND CARE CHARITY NITE
Programme

Date : 23 July 2011 (Saturday)
Time : 7.15pm – 10.00pm
Venue : Sembawang Community Club, Multi-Purpose Hall
2125 Sembawang Road
Singapore 758528

Time	Event
7.15pm	Arrival of Guests
7.25pm	Arrival of Guest-of-Honour – Mr Law Shun Yong, BBM(L), Chairman of Sembawang Citizens' Consultative Committee
7.30pm	Song Performances
9.45pm	Cheque presentation ceremony
10.00pm	End