

MEDIA RELEASE

Embargoed until 9.40am on 22 May 2011



COMMUNITY CHEST KICK-STARTS ITS FUND-RAISING YEAR WITH OVER \$1 MILLION RAISED FROM COMCHEST HEARTSTRINGS WALK 2011 FLAGGED OFF BY PM LEE HSIEN LOONG

Target of \$800,000 exceeded by over 40%

SINGAPORE, MAY 22, 2011 – More than \$1 million was raised from the ComChest Heartstrings Walk 2011 @ Marina Bay, which was held on 22 May 2011. The funds collected was the highest amount raised from the Heartstrings Walk in the last five years and exceeded the target of \$800,000 by over 40%, with the overwhelming support from co-organiser Marina Bay Sands, key partners including StarHub, NTUC FairPrice Foundation, City Gas Pte Ltd, Petrochemical Corporation of Singapore, Keppel Offshore & Marine, Lee Foundation, Fu Lu Shou Si Mian Fo Pte Ltd and Vinum Pte Ltd, corporate donors and members of the public.

Prime Minister Lee Hsien Loong flagged off the 5000-strong contingent that embarked on the 4km Charity Fun Walk around the Marina Bay, which brought the participants past iconic landmarks like The Helix bridge, Esplanade Theatres on the Bay, Merlion Park and Marina Bay City Gallery, recent developments and additions to the landscape in Marina Bay. This scenic route would not have been possible if not for the support from the Urban Redevelopment Authority (URA).

“URA is pleased to be part of this good cause. Marina Bay has been planned as the people’s Bay and we are very happy to see the community embracing it as their new leisure destination and enjoying themselves here. We look forward to seeing more of such meaningful events being held here at Marina Bay,” said Ms Fun Siew Leng, URA’s Group Director (Urban Planning & Design).

The walk was also an excellent platform for participants and beneficiaries to interact and foster mutual understanding. 40 students from Chung Cheng High School (Main) spent a meaningful Sunday morning accompanying 20 senior citizens from Marine Parade

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Family Service Centre (FSC) at the walk, as part of their Community Involvement Project. While the participants enjoyed the morning walk, 84 representatives from 12 organisations rose to the challenge at the inaugural vertical marathon, which required them to climb 57 storeys of the Marina Bay Sands Hotel and ended off at the Sands SkyPark. The carnival that took place at the Event Plaza of Marina Bay Sands also went into full swing with food and beverage stalls, performances and fringe activities.

Mr George Tanasijevich, Interim Chief Executive Officer of Marina Bay Sands, Managing Director of Global Development of Las Vegas Sands Corp., and Chairman of the ComChest Heartstrings Walk 2011 @ Marina Bay organising committee, said, “The Heartstrings Walk 2011 @ Marina Bay has been a tremendous success thanks to the strong support of companies here and the people of Singapore. Their generous contributions have raised over \$1 million, far exceeding our target of \$800,000. The funds raised will go towards meeting the educational and intervention needs for children with special needs, reaching out to at-risk youths, providing the lonely elderly with warm meals and befriending services, supporting low-income families and helping people with disabilities to lead more independent lives. In line with Marina Bay Sands’ corporate social responsibility goal of helping youths with special learning needs, we will continue to contribute to meaningful causes like the Heartstrings Walk and we look forward to working with Community Chest again in the future.”

One of the beneficiaries who participated in the walk is Mr Hassan Bin Awang, a beneficiary of Ang Mo Kio FSC (Cheng San) supported by Community Chest. Mr Hassan suffers from multiple chronic medical problems like hypertension and Mr Hassan’s wife is also in poor health. They had difficulties supporting their 13-year-old son and making ends meet because of their medical conditions. Participating in the walk as a family has special significance for Mr Hassan and his family as it shows their resolve in overcoming their difficulties and provides a rare opportunity for family bonding for them.

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 about 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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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.

Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts, including the resident performance "The Lion King". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

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.

**Issued by: Corporate Communications Division
National Council of Social Service
Sunday, 22 May 2011**

COMCHEST HEARTSTRINGS WALK 2011 @ MARINA BAY**Programme**

Date : 22 May 2011 (Sunday)
 Time : 7am – 9.40am
 Venue : Marina Bay Sands (MBS), Event Plaza (EP)
 12A Bayfront Avenue
 Singapore 018970

Time	Event	Location
7am	Flag-off Vertical Marathon by 1. Mr George Tanasijevich, Interim Chief Executive Officer (CEO) of MBS, Managing Director of Global Development of Las Vegas Sands Corp., and Chairman of ComChest Heartstrings Walk 2011 @ Marina Bay organising committee; and 2. Mr Michael Leung, CEO of Skechers Hong Kong	Level One outside MBS Hotel Tower Three
7.55am	Arrival of 1. Major-General Chan Chun Sing, Acting Minister for Community Development, Youth and Sports; and 2. Dr Vivian Balakrishnan, Minister for Environment and Water Resources	VIP Pavilion at EP
8am	Arrival of Guest-of-Honour (GOH) Prime Minister Lee Hsien Loong	VIP Pavilion at EP
8.05am	Great Singapore Workout	EP
8.10am	Flag-off Fun Walk by GOH Photo opportunity	Start line at EP
8.15am	Cheerleading performance by Woodlands Gardens School	Central stage at EP
8.20am	Speech by Mr George Tanasijevich	Central stage at EP
8.25am	Presentation of token of appreciation by GOH to key partners	Central stage at EP

8.35am	Cheque Presentation Ceremony	Central stage at EP
8.40am	Presentation of token of appreciation to GOH	Central stage at EP
9.25am	Vertical Marathon Prize Presentation Ceremony	Central stage at EP
9.30am	Presentation of token of appreciation by Ms Jennie Chua, Chairman of Community Chest, to corporate donors	Central stage at EP
9.40am	End of Ceremony	

Annex B

