

MEDIA RELEASE

Embargoed until 1pm on 2 November 2011



YOUTHS TAKE THE LEAD AT COMCHEST TRUEHEARTS 2011

*Ministers make handicrafts and bake cupcakes with
Community Chest beneficiaries to raise funds for the
charity show*

SINGAPORE, OCTOBER 28, 2011 – 31-year-old Mr Lim Jit Kiang, from the SUN-DAC Centre for the Disabled – Chua Chu Kang, cannot express himself verbally, but he had the rare opportunity of sharing a connection with Mr Chan Chun Sing, Acting Minister for Community Development, Youth and Sports through making handicrafts together. On the other hand, Jannell Tan, who has mild intellectual disability, spent an interesting morning exchanging experiences and thoughts with Mr Heng Swee Keat, Minister for Education as they baked cupcakes.

Jannell, who is currently undergoing pre-vocational training at Grace Orchard School said, “I am happy to have the chance to learn baking at Grace Orchard School, and I am now able to bake cupcakes and many other different types of pastries. I also went on a work attachment at a bakery, with the help of the school. It is my dream to own a bakery one day and I want to thank all donors out there for helping me towards achieving this dream.”

Mr Lim and Jannell are just two of Community Chest beneficiaries who will appear in promotional videos for the “ComChest TrueHearts 2011” charity show. Besides the two ministers, popular young MediaCorp artistes, such as Jeanette Aw, Elvin Ng and Joanne Peh, also interacted with Community Chest beneficiaries during the filming of the videos, taking part in a variety of activities like the making of handicrafts, baking and distribution of cupcakes, hydrotherapy sessions and sale of merchandise at VivoCity to raise funds for Community Chest.

Community Chest hopes that these videos will allow the public and audience a glimpse into the lives of beneficiaries under the care of Community Chest, understand their daily struggles and how social service programmes supported by Community Chest help them cope and overcome their challenges.

“ComChest TrueHearts 2011’ is the first televised charity show held in the Marina Bay waterfront area. This year, we are getting youths to spearhead ‘ComChest TrueHearts 2011’. We hope the vitality, drive and passion of these young beneficiaries and artistes will help us to garner support for the show, promote greater awareness and encourage the younger generation to be more involved in charitable causes. We are also honoured to have Mr Chan Chun Sing, Acting Minister for Community Development, Youth and Sports, and Mr Heng Swee Keat, Minister for Education, participating for the first time in ‘ComChest TrueHearts 2011’. I urge everyone to donate generously so that we can continue to fund critical social service programmes for the well-being of our beneficiaries,” said Mr Edmund Tie, Vice-Chairman of Community Chest and Chairman of “ComChest TrueHearts 2011” Organising Committee.

“ComChest TrueHearts 2011”

True to the youth theme of “ComChest TrueHearts 2011”, young cast members from MediaCorp’s hottest drama “On the Fringe”, like Ian Fang (方伟杰), Elizabeth Lee (李巧儿) and Kate Pang (庞蕾馨), will be performing an energetic Korean pop dance and martial arts dance at the show. Young beneficiaries from various social service programmes supported by Community Chest, including Metta School, Katong School, Students Care Service (Yishun SYNC programme) and Chaoyang School, will also put up spectacular acts such as fire-twirling circus performances, award winning hip-hop dancing and harmonica ensemble. Popular foreign artistes like Aska Yang (杨宗纬), Zhang Yun Jing (张芸京), Michelle Yim (米雪) and Ha Yu (夏雨) will also be belting out popular tunes at the show. The hosts for the show are Iriana Halim (林有懿), Ben Yeo (杨志龙), Chew Chor Meng (周初明) and Cavin Soh (苏智诚).

“ComChest TrueHearts 2011” is the eighth charity show that Community Chest is holding to galvanise Singaporeans to help the disadvantaged in society. The beautiful city skyline will serve as a stunning backdrop for the performances at the Event Plaza of Marina Bay Sands.

Come 27 November 2011, the public can catch the live broadcast of “ComChest TrueHearts 2011” on Channel 8 from 7pm to 10pm. The donations from the show will help children with special needs, youths-at-risk, people with disabilities, frail and lonely elderly and families in need. Telepoll lines will open from 1 November to 7 December 2011 midnight. The public can call 1900-112 8805 for a \$5 donation, 1900-112 8820 for a \$20 donation, 1900-112 8850 for a \$50 donation and 1900-112 8800 for an \$88 donation. All donations will go towards funding 70 charities that run 158 critical social service programmes serving some 300,000 people in need.

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

Event : "ComChest TrueHearts 2011" Media Launch
Venue : NCSS Auditorium
170 Ghim Moh Road Level 2
Ulu Pandan Community Building
Singapore 279621
Date/Time : 2 November 2011 (Wednesday), 11am

Attached for your reference is the programme for the event.

Please RSVP your attendance **by noon, Tuesday, 1 November 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
Tel: 6210 2636 / 9021 0673	Tel: 6210 2638 / 9139 6543
Email: chew_kia_huey@ncss.gov.sg	Email: goh_siew_hian@ncss.gov.sg

Note: A separate media invite for the show will be sent at a later date.

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 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 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.

**Issued by: Corporate Communications Division
National Council of Social Service
Friday, 28 October 2011**

**“COMCHEST TRUEHEARTS 2011” MEDIA LAUNCH
NCSS AUDITORIUM**

Programme

Date	: 2 November 2011 (Wednesday)
Time	: 11am – 1pm
Venue	: NCSS Auditorium 170 Ghim Moh Road Level 2 Ulu Pandan Community Building Singapore 279621
11am	Media Registration
11.30am	Welcome by Mr Brandon Wong, host of “ComChest TrueHearts 2011” Media Launch
11.35am	Preview of “live” fire-twirling performance by Community Chest beneficiaries Hakim and Kiefer, and performers from Circus in Motion
11.40am	Address by Mr Edmund Tie, Vice Chairman of Community Chest and Chairman of “ComChest TrueHearts 2011” Organising Committee Address by Mr Lee Ee Wurn, Vice President of Chinese Entertainment Productions, MediaCorp Studios
11.50am	Viewing of promotional trailer
11.55am	Sharing of experiences and interactions with Community Chest beneficiaries by MediaCorp artistes
12.15pm	Introduction of the highlights for “ComChest TrueHearts 2011”
12.20pm	Q & A session
12.40pm	Photo opportunities with Community Chest beneficiaries and MediaCorp artistes
1pm	End