
COMMUNITY CHEST LAUNCHES PHOTO CONTEST ON FONDEST MEMORIES OF SHARITY ELEPHANT

SINGAPORE, JULY 29, 2011 – Community Chest has launched a Facebook photo contest aptly titled “My Fondest Memories of Sharity” (www.facebook.com/sharityclub) and is calling for submissions of photographs taken with Sharity Elephant or of Sharity Elephant from now to 21 August 2011, limited to one photograph per Facebook account. Each photo entry should be accompanied by a short description of where the photograph was taken and the participant’s fondest memory of Sharity, the iconic ambassador of Community Chest. This pink elephant that cares and shares is also featured in exclusive merchandise that are sold exclusively at the first ComChest Sharity Shop at Suntec City Mall.

Sharmaine Ang, a 30-year-old private school educator, said, "That pink icon never failed to bring a smile to my face as a kid. Sharity still remains as a nostalgic reminder through the years - Sharing is Caring. That same message I grew up with, I now inculcate in my students so that the spirit of sharing continues through the generations."

For those who have yet to share a photo moment with Sharity Elephant, they can seize the opportunity to snap some photographs with him when he appears at Suntec City Mall during the following time slots:

- i) 29 July 2011 (Friday):**
 - 12 – 12.30pm (ComChest Sharity Shop at Suntec City Mall - MPG #03-026B)
 - 12.30pm – 2pm (Walk-about at Suntec City Mall)

- ii) 31 July 2011 (Sunday):**
 - 1 – 1.30pm (ComChest Sharity Shop at Suntec City Mall - MPG #03-026B)
 - 1.30pm – 3pm (Walk-about at Suntec City Mall)

iii) 7 August 2011 (Sunday):

1 – 1.30pm (ComChest Sharity Shop at Suntec City Mall - MPG #03-026B)
1.30pm – 3pm (Walk-about at Suntec City Mall)

iv) 14 August 2011 (Sunday):

1 – 1.30pm (ComChest Sharity Shop at Suntec City Mall - MPG #03-026B)
1.30pm – 3pm (Walk-about at Suntec City Mall)

“Community Chest is constantly exploring new ways and improving existing ones to extend our outreach to more people in the community. Through Sharity Elephant, we hope to engage both the young and the young-at-heart about what Community Chest is doing and how members of the public can play a part to help raise funds for the needy. We also hope to utilise social media platforms like Facebook to help raise more funds to make a difference in the lives of our beneficiaries in the 158 social service programmes supported by Community Chest,” said Ms Tan Bee Heong, Director of Community Chest.

The top three participants who garner the most “Likes” for their photographs by 21 August 2011 will receive a Sharity hamper worth more than \$100, comprising Sharity collectibles like plush toy, notebook, sticker book, mug and a \$50 FairPrice voucher. Community Chest will notify these winners through Facebook by 28 August 2011. The winners will be invited to the official launch of the ComChest Sharity Shop on 3 September 2011, where they will receive the prizes from Sharity Elephant. The first 10 photos to be uploaded will also win Sharity collectibles and a \$10 FairPrice voucher. Members of the public with queries on the photo contest can email Mr Mai Zuowei (Senior Assistant Executive, Donor Relations) at mai_zuowei@ncss.gov.sg or reach him at 6210 2571.

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.

For media enquiries, please contact:

Ms Chew Kia Huey
Senior Executive
Corporate Communications Division
National Council of Social Service
Tel: 6210 2636 / 9021 0673
Email: chew_kia_huey@ncss.gov.sg

Ms Goh Siew Hian
Head
Corporate Communications Division
National Council of Social Service
Tel: 6210 2638 / 9139 6543
Email: goh_siew_hian@ncss.gov.sg

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.

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Background of Sharity

Sharity, coined from the words “share” and “charity”, is an public educational programme for children conceived by Community Chest in 1984 that aims to instill in children a keenness to care for and share with the people around them. Its mascot, the forever youthful Sharity Elephant, refreshes itself after 27 years with a new costume and a snazzier hairstyle this year. Follow the happenings of Sharity at his official website (www.facebook.com/sharityclub). Be a fan of Sharity today!