

# MEDIA RELEASE



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## SHARITY ELEPHANT AND SUN LING SPREAD THE MESSAGE OF CARING AND SHARING THROUGH COMMUNITY CHEST'S CHILDREN'S DAY APPEAL 2011 AND SCHOOL TALKS

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**SINGAPORE, SEPTEMBER 29, 2011** – With a winning smile and an affable personality, the face of Community Chest's Children's Day Appeal 2011 Campaign would not strike you as a child with physical disabilities.

10-year-old Gan Sun Ling was diagnosed with spastic quadriplegia since young and was not able to walk when she was enrolled in Spastic Children's Association School in 2008. After three years in its special education and physiotherapy programmes, Sun Ling is now able to walk with the help of a kaye walker. It is her greatest wish to be able to walk on her own one day.

Sun Ling, the youngest child in a family of four, is currently receiving financial assistance for subsidised school transport fees. Her parents recognise and are supportive of the role she plays in helping Community Chest educate the public about the organisation's fund-raising efforts.

Her cheery disposition has prompted Community Chest to tell her story in four donor campaigns this year. They are a public education campaign through SMRT, a direct mailer distributed through the Central Provident Fund Board targeting employers, the Youth Day Appeal 2011 campaign and the upcoming Children's Day Appeal 2011 campaign, which is co-fronted by Sharity Elephant, the iconic care and share ambassador of Community Chest.

True to the care and share spirit that Sharity Elephant embodies, one of the primary schools which signed up for the Sharity school talks – Yio Chu Kang Primary School – will be celebrating Children's Day with their counterparts from Grace Orchard School, a special school supported by Community Chest. This is an effort by Community Chest to foster mutual interaction and understanding between students with special needs and students from mainstream schools.

Ms Tan Bee Heong, Director of Community Chest, hopes Sun Ling's story will inspire other children to lend a helping hand to the less fortunate. "Sun Ling never fails to infect those around her with her bright smile, which can be found on the Children's Day Appeal 2011 donation envelopes. Like other children, Sun Ling shares a love for the cute and pink Sharity Elephant. Together, we hope they can help spread the message of caring and sharing to other children," said Ms Tan.

### **Children's Day Appeal 2011**

The Children's Day Appeal 2011 campaign will be held from 19 September to 14 October 2011 and donation envelopes will be sent to over 300 pre-schools and primary schools across the nation. As part of this year's Children's Day Appeal, Community Chest and Sharity Elephant has started conducting school talks at primary schools from September leading up to Children's Day, to spread the message of caring and sharing.

### **Get-together with Sharity Elephant!**

As part of its outreach efforts, Community Chest will be organising a get-together for Sharity fans on 1 October 2011 at the ComChest Sharity Shop, where Sun Ling will share a short poem to spread the message of caring and sharing. Sharity Elephant will also be giving out prizes to the winners of the Facebook photo contest which was held in July this year in which the public was encouraged to upload photos taken with Sharity Elephant or of Sharity Elephant onto the Sharity Club Facebook page ([www.facebook.com/sharityclub](http://www.facebook.com/sharityclub)). The top three participants who garnered the most "Likes" for their photographs were Ms Christina Rosanna, Ms Chia Yi Wen and Mr Tok Weiming and they will each receive a Sharity hamper and shopping vouchers worth more than \$100 from Sharity Elephant. The first 10 photos that were uploaded also won Sharity collectibles and shopping vouchers.

For Ms Chia Yi Wen, an early childhood educator, taking part in the Sharity Facebook photo contest brought back fond memories of her childhood and ties in with her passion for inculcating the right values in her students. "I remembered getting very excited when I received the Sharity Elephant donation envelope on Children's Day each year. I participated in the Facebook contest because Sharity was part of my childhood and now that I am a teacher, I will introduce Sharity Elephant to my students and ask them to spread the message of caring and sharing to others," said Ms Chia.

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

Event : Get-together with Sharity Elephant!  
Venue : ComChest Sharity Shop  
Suntec City Mall  
3 Temasek Boulevard MPG #03-026B

Singapore 038983

Date/Time : 1 October 2011 (Saturday), 11am

Attached for your reference is the programme for the event.

Please RSVP your attendance **by noon, Friday, 30 September 2011** to:

Ms Chew Kia Huey

Senior Executive

Corporate Communications Division

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 [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 donate through hassle-free modes like the Community Chest's workplace giving programme "SHARE", where employees make monthly donations via GIRO, credit card or payroll.

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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**Issued by: Corporate Communications Division  
National Council of Social Service  
Thursday, 29 September 2011**

**GET-TOGETHER WITH SHARITY ELEPHANT!**  
**Programme**

Date : 1 October 2011 (Saturday)  
Time : 11.00am – 12.30pm  
Venue : ComChest Sharity Shop  
Suntec City Mall  
3 Temasek Boulevard MPG #03-026B  
Singapore 038983

- 11.00am Introduction by Emcee
- 11.10am Gan Sun Ling, a beneficiary of Community Chest from Spastic Children's Association School, to share a poem on Sharity Elephant
- 11.25am Facebook photo contest prize giving ceremony by Sharity Elephant to:
- Top three participants who received the most "Likes" for their photo
  - First 10 participants who uploaded their photo  
(subject to attendance)
- 11.45pm Sharity Elephant distributes cupcakes to fans
- 12.10pm 'Meet & Greet' with Sharity Elephant  
Media Q & A
- 12.30pm End