

EMBARGOED TILL AFTER DELIVERY

**OPENING ADDRESS BY MR EDMUND TIE,
CHAIRMAN OF “COMCHEST TRUEHEARTS 2011”
ORGANISING COMMITTEE
AT THE “COMCHEST TRUEHEARTS 2011” MEDIA LAUNCH
WEDNESDAY, 2 NOVEMBER 2011, 11AM
NCSS AUDITORIUM**

**Mrs Yu-Foo Yee Shoon, Advisor of “ComChest TrueHearts 2011”
Organising Committee**

**Mr Lee Ee Wurn, Vice President of Chinese Entertainment
Productions, MediaCorp Studios**

Members of the Community Chest Committee

Friends from MediaCorp

Friends from the media

Ladies and Gentlemen

Good morning. Thank you for taking the time to join us today for the launch of the Community Chest Charity Show, “ComChest TrueHearts 2011”.

Preview of ‘live’ performance

2 Hakim and Kiefer, beneficiaries from Community Chest, and performers from Circus in Motion have just given us a tantalising preview of their performance for the show. Performing with fire requires hard work, courage and discipline, and even more so for Hakim and Kiefer who have mild intellectual disability. Both of them are currently students of Katong School and Metta School respectively and these special schools provide them with the critical structure and support to learn at their own pace. The students are also encouraged to participate in activities that build their confidence. Both Hakim and Kiefer have developed a common passion for learning circus acts as a result of the support and opportunities offered by the special schools funded by Community Chest.

3 They are able to gain access to the education and training they need because of the generous contributions from our dedicated partners, individuals and donors. Their steadfast support have enabled Community Chest to continue funding critical social service programmes to serve

those most in need, including special schools that allow Hakim and Kiefer and many others to develop their potential to the fullest.

Objectives of “ComChest TrueHearts 2011”

4 This financial year, Community Chest is raising funds for 70 charities to help about 300,000 people. These charities serve children with special needs and youths-at-risk, lonely and frail elderly, people with disabilities and families in difficulties.

5 “ComChest TrueHearts 2011” is one of the key events for Community Chest to raise the needed funds to serve the community. Beyond being a fund-raising platform for Community Chest, the show gives our beneficiaries an avenue to showcase their talents and allow the public to better understand the daily struggles of beneficiaries under the care of Community Chest and how our charities help them cope and overcome their challenges.

Highlights of “ComChest TrueHearts 2011”

6 We are honoured to have not just one but two Ministers join us this year to show their support for our cause. Mr Chan Chun Sing, Acting Minister for Community Development, Youth and Sports, and Mr Heng Swee Keat, Minister for Education, joined the beneficiaries of Community Chest recently for the filming of promotional trailers for the show. On behalf of our beneficiaries and all at Community Chest, I would like to thank Mr Chan and Mr Heng for finding time in the midst of their busy schedules to step forward and lend a helping hand to the needy. You will be seeing the “ComChest TrueHearts 2011” promotional trailer shortly.

7 Besides garnering the support of the two ministers, “ComChest TrueHearts 2011” will be the first televised charity show to be held at the Marina Bay waterfront area. The captivating iconic city skyline will serve as a stunning backdrop for the performances at the Event Plaza of Marina Bay Sands come 27 November 2011.

8 Youth involvement will be the main focus spearheading this year's "ComChest TrueHearts 2011" show. Young artistes and beneficiaries will be leading the charge in the show and we hope that their vitality, drive and passion will help us to garner support from the community, create greater awareness and encourage the younger generation to be more involved in charitable causes.

9 Students from Metta School, Katong School, Students Care Service (Yishun SYNC programme), Chaoyang School and popular artistes from MediaCorp, including the young stars of MediaCorp's hottest drama "On the Fringe", will be part of the exciting line-up of performances at the "ComChest TrueHearts 2011" show. The audience can also look forward to popular foreign artistes like Aska Yang, Michelle Yim and Zhang Yun Jing, who will also be doing their part to raise funds for the less fortunate at the show.

Thank partners

10 I wish to express my heartfelt thanks to MediaCorp and their artistes for their partnership and commitment in organising “ComChest TrueHearts 2011”. I would also like to thank the Urban Redevelopment Authority for providing the Event Plaza as the venue for the show. Mr Lee Ee Wurn, Vice President of MediaCorp’s Chinese Entertainment Productions will be sharing with you on the concept and programme line-up for the show.

11 Before I invite Ee Wurn to share more with you, I would like to appeal to everyone to give our beneficiaries their support by catching the “ComChest TrueHearts 2011”, which would be shown ‘live’ on 27 November, from 7 to 10pm on Channel 8, and donate generously by calling the telepoll lines that were opened yesterday and will close on 7 December 2011 at midnight. Together, we can all make a difference to the lives of the less fortunate. Thank you.