

**ADDRESS BY MR P Y HWANG
VICE-CHAIRMAN
COMMUNITY CHEST
AT THE CHRISTMAS LIGHT-UP 2009 SWITCH-ON CEREMONY
A CHRISTMAS ALL DECKED OUT
SATURDAY, 7 NOVEMBER 2009, 7.10 PM
ION ORCHARD**

Your Excellency, Mr S R Nathan, President of the Republic of Singapore

**Mrs Yu-Foo Yee Shoon, Minister of State for Community Development,
Youth and Sports**

RADM (RET) Kwek Siew Jin, President, National Council of Social Service

Ms Jennie Chua, Chairman, Community Chest

Ms Aw Kah Peng, Chief Executive, Singapore Tourism Board

Dr Tsutomu Kanai, Chairman Emeritus, Hitachi Ltd

Mr Tan Tong Hai, Chief Operating Officer, StarHub

Mrs Sng Ngoi May, Chairman, Orchard Road Business Association

Mr Lim Yue Khim, President, Baywatch Association

Distinguished Guests

Ladies and Gentlemen

Good evening and welcome to the Christmas Light-up 2009 Switch-On
Ceremony.

2 Firstly, I would like to thank Mr President for gracing the occasion this evening. It is our privilege to have you here to witness and celebrate this joyous occasion with us once again.

The Christmas Light-up

3 This is the 26th year of the Christmas Light-up. This evening, courtesy of the management of the ION Orchard, we are fortunate to host the switch-on ceremony at the latest iconic landmark of Orchard Road. Standing here at the heart of Orchard Road certainly brings us closer to the light-up action which we are about to witness in a while.

4 Every year, around this time, the streets of Orchard Road and Marina Bay are decorated in a mesmerising display of lights and Christmas ornaments. This year, the streets will be all decked out with legendary Christmas icons such as Frosty the Snowman, Rudolph the Red-Nosed Reindeer and Santa Claus fashionably-styled, in celebration of this year's theme of 'A Christmas All Decked Out'. The Christmas festivity is a key highlight in Singapore's calendar where many tourists from around the world flock here to spend their Christmas and enjoy the many fringe activities that the Singapore Tourism Board (STB) and its partners have lined up. It is also an opportunity for Community Chest to engage not just fellow Singaporeans, but also our foreign friends who are working or holidaying here, in doing their bit for charity.

Appreciation to STB for their partnership

5 Here, I would like to put on record my heartfelt thanks to the STB for providing Community Chest with a consistent fund-raising platform at the annual switch-on ceremony. To date, more than \$6.6 million has been raised through this platform. Thank you, Ms Aw Kah Peng, Chief Executive, STB and your staff for the constant support to Community Chest.

6 —This year, Community Chest needs to raise \$52.6 million to support 157 social service programmes.

Special Education Programme

7 One such programme is the Special Education (SPED) programme which is offered by 20 Special Schools. Last year, with the support from our donors, we were able to help more than 5,000 children with special needs receive special education and training in independent living skills.

8 SPED is a specialised teaching programme for special needs children aimed at developing each child's capacity to its fullest potential, with the long-term objective of enhancing his or her prospects of integration into mainstream society. Grace Orchard School is one of these special schools that caters to children aged seven to eighteen years with mild to moderate intellectual

disability and those living with autism. It provides special needs students with independent living skills and prepares them for employment into the workforce. Twenty of their students are here today. In addition, we have invited our beneficiaries from Pasir Ris Family Service Centre and Life Community Services Society to enjoy the light-up.

Acknowledging the support of corporate partners

9 I would like to thank The Hitachi Group of Companies for their continued partnership with Community Chest during these 19 years. With this year's donation of \$150,000, Hitachi has donated close to \$3.1 million to help families and elderly in need, people with disabilities, and children with special needs since 1991. The beautiful Christmas sights and lights along Orchard Road are also brought to you by Hitachi, which has been the major sponsor of the annual Christmas Light-up for 19 years now. My heartfelt thanks to Dr Tsutomu Kanai, Chairman Emeritus of Hitachi Ltd and the Hitachi Group of Companies for making all these possible!

10 Another corporate partner I wish to thank is StarHub, who is one of Community Chest's corporate stalwarts. They will be making a generous donation of \$200,000 to Community Chest which will go towards Grace Orchard School. Over the years, StarHub has donated more than \$1.6 million. This evening, I'm told, the company will be granting the wishes of 20 students

from Grace Orchard School. On behalf of our beneficiaries, I would like to thank Mr Tan Tong Hai, Chief Operating Officer of StarHub, and your staff for making this Christmas a special one.

11 This Christmas, we have started a new partnership with the Orchard Road Business Association (ORBA), which is the co-organiser of the Christmas Light-up Switch-On ceremony. I would like to thank Mrs Sng Ngoi May, Chairman of ORBA, for your kind support and I look forward to many more years of collaboration between our organisations.

12 Thank you, Orchard Turn Developments Private Limited – for your kind sponsorship of the event venue. Positioned at the heart of Orchard Road, ION Orchard is the ideal gateway to the light-up action.

Appreciation to other contributors

13 My appreciation also goes out to Sparkz and the Guitar Ensemble from AWWA TEACH ME, and JazzKids for performing for us this evening. A special thanks to the convoy of Harley Davidson bikers for spicing up our Christmas tour entourage.

Conclusion

14 With that, I thank all of you for joining us in the celebration here this evening. May I wish one and all, a Merry Christmas and Happy New Year!