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**OPENING ADDRESS BY MR TAN PUAY KERN  
CHRISTMAS LIGHT-UP SWITCH-ON CEREMONY  
ORGANISING COMMITTEE MEMBER  
AT THE CHRISTMAS LIGHT-UP 2010 SWITCH-ON  
CEREMONY  
SATURDAY, 20 NOVEMBER 2010, AT 7.15 PM  
ION<sup>2</sup>, ION ORCHARD OUTDOOR SPACE**

**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**

**Mr Tony Lai, Assistant Chief Executive, Singapore Tourism Board**

**Dr Tsutomu Kanai, Chairman Emeritus, Hitachi, Ltd. & Mrs Kanai**

**Distinguished Guests**

**Ladies and Gentlemen**

A very Good Evening and a warm welcome to this year's Christmas Light-Up Switch-On Ceremony.

2 Before I proceed further, may I first of all thank President Nathan for gracing this event once again. We are honoured to have your esteemed presence, Sir, lending your strong support and elevating the stature of the occasion, thereby ensuring its success as a fund-raising event.

### **Acknowledging corporate sponsors and partners**

3 For more than 20 years, about \$7 million have been raised through the Christmas Light-up Switch-On Ceremony. This would not have been possible without the continued support of our donors, partners and sponsors.

4 In this regard, we would like to extend our deepest appreciation to the Hitachi Group of Companies for their stalwart support. Hitachi has indeed helped to bring the much needed "Christmas cheer" to the lives

of the less fortunate with their donation of more than \$3.3 million to Community Chest in the past two decades. And, I am glad to announce that, in celebration of their 20 years of partnership with Community Chest, Hitachi will be donating \$200,000 this year to support critical social service programmes. This is made particularly significant as Hitachi Group celebrate their 100th anniversary this year, for which we would like to offer our warmest congratulations and well wishes for another successful century to come.

5 We are also privileged to have the support of other partners. Firstly, we thank the Orchard Road Business Association, in particular, Mrs Sng Ngoi May, its Chairman, for co-organising the Christmas Light-Up Switch-On Ceremony. This year, we are glad to have on board a new partner, Baywatch Association, to inaugurate a simultaneous light-up of Orchard Road and the Marina Bay area for the first time. Orchard Road Business Association and Baywatch Association have also been instrumental in enabling us to place our donation boxes in retail outlets along Orchard Road and Marina Bay,

bringing us that much closer to our fund-raising target for the year. Here, we must also thank Ms Rose Tong, Chairman of the Baywatch Association's Christmas Light-Up Organising Committee.

6 We are also deeply grateful to another strong partner – StarHub - for supporting the Christmas Light-up for the second time. And of course we are appreciative to Singapore Tourism Board for providing the Christmas Light-up as a platform for Community Chest to raise funds.

### **Bettering the lives of the less fortunate**

7 Ladies and Gentlemen. Community Chest needs to raise \$55.2 million this year for 161 critical social service programmes to support over 320,000 people. The generous donations and contributions to Community Chest go towards supporting these programmes, which include schools for children with special needs, providing job opportunities for people with disabilities, Home Help services for lonely and frail elderly and counselling services for families.

8 This evening, the Merry Melodies group from the Association for Persons with Special Needs (APSN) Chao Yang School and the T-Shock group from APSN Tanglin School are able to showcase their talents and perform for us because of the continual support of all our donors and partners.

9 Friends and Supporters. This is the 27<sup>th</sup> year of the Christmas Light-up. The theme for this year's visual spectacle is "Starlit Christmas". In keeping with the star theme, Community Chest has also launched a festive campaign, "Be a Shining Star To People In Need", which aims to remind the public that this is a time of giving and sharing not only among friends and loved ones but also with people in need. We encourage shoppers and donors to reach out and light-up the lives of the less fortunate, making this a season of cheer for all.

## **Conclusion**

10 Finally, on behalf of Community Chest, let me say a big Thank You to all the organisers, performers and sponsors for extending your time, efforts and support in making this event a success.

With that, I wish everyone a lovely evening ahead, a Merry Christmas and a Happy New Year!