

**For immediate release**

# Media Release



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News Editor

## **BRINGING FESTIVE CHEERS TO VULNERABLE FAMILIES IN THE SOUTH WEST DISTRICT THIS CHINESE NEW YEAR**



- **Free family portrait session for selected families akin to a family reunion in celebration of Chinese New Year**
- **420 underprivileged families in Chua Chu Kang receive South West Festive Cheers packs and P&G household packs worth more than \$32,000**

Family reunion came early this year as Mayor of South West District, Ms Low Yen Ling, together with Mr Gan Kim Yong, Minister for Health and Adviser to Chua Chua Kang GRC Grassroots Organisations (GROs) (Chua Chu Kang) and volunteers from Procter & Gamble (P&G) Singapore and Chua Chu Kang GROs went door-to-door to distribute family portraits to five families who have had their family photographs taken earlier. This is part of the continued partnership between the South West Community Development Council (CDC) and P&G Singapore under the CDC's Festive Cheers @ South West programme. The families will also receive the South West Festive Cheers Packs and household packs contributed by P&G. A total of 420 vulnerable households in Chua Chu Kang division will be receiving the packs.

2 In conjunction with the Chinese New Year festivities, selected families received a professional family portrait photography session sponsored by P&G Singapore. The family portrait signifies unity wherein the whole family gathers for a family photograph; it also captures treasured moments which the family can keep as a legacy and a memento for life.<sup>1</sup> These families received an edited 8R family photo which can be displayed at home, and all soft copies from their photography session.

3 Ms Low Yen Ling, Mayor of South West District said, "Chinese New Year may be spent quite differently this year, but the importance of kinship and family ties stays the same and continue to hold us together. The gifting of family portraits is a symbolic reminder of how we, as a community, are also connected as one big family. We have to act in concert to keep each other safe. It is the collective sacrifices everyone has made which helped us move into Phase 3. This Festive Cheers outreach is another such collaborative effort where companies and individuals from all walks of life join hands and hearts to uplift vulnerable residents and strengthen our community resilience."

4 Shankar Viswanathan, Senior Vice President – Singapore, Malaysia, Vietnam & Head of E-Business – Asia Pacific, Middle East and Africa from P&G said, "We

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<sup>1</sup> A maximum of 8 pax is allowed per family portrait photography session due to COVID-19.

wanted to do something a little different for the vulnerable residents this time, and we thought of doing a family portrait photography session as it ties in with the reunion of a family in line with Chinese New Year. P&G remains committed to help the vulnerable residents in the South West District and we look forward to more collaborations in the future.”

5 Ms Juliana Binte Razali, a mother of six is one of the families who received the family portrait and festive packs. The family of eight stays together in a flat in Chua Chu Kang but despite staying under one roof, they hardly have time to come together due to school and work commitments. Ms Juliana said, “I am thankful for this opportunity to have a professional family portrait taken and also for all the items in the festive packs. I hardly see my kids nowadays as they are either working or schooling, and they go out during the weekends. This is the first time we have taken a family portrait in a long while and I am so glad that everyone specially made time for it. I cannot wait to put this portrait up on our shelf!”

6 Festive Cheers @ South West rallies the support of corporate and community partners to organise a series of festive activities ranging from social excursions, Christmas and Chinese New Year parties, back-to-school shopping, and distribution of Festive Cheers pack to the beneficiaries of Adopt @ South West. In FY2019/2020, 1,900 volunteers from close to 52 corporate and community partners organised over 19 Festive Cheers @ South West activities, benefitting 7,500 vulnerable households living in the 24 Adopt @ South West precincts. This year, Themed “To South West, With Love” Festive Cheers @ South West will benefit 8,000 vulnerable households in 29 rental blocks from 25 Adopt @ South West precincts. Each household will receive a South West Festive Cheers pack sponsored by Koh Kock Leong Enterprise Pte Ltd (KKL) comprising food items such as rice and biscuits, disinfectant spray to keep one’s surroundings clean and sanitised as well as handwritten greeting card prepared by primary school students and seniors from Senior Activity Centres and nursing homes to send their well wishes to the community during this festive season.

7 Photos and videos from this distribution can be downloaded from these links: [videos](#), [videos](#), [photos](#). Please contact our media liaison officer for queries.

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### **About the South West Community Development Council (CDC)**

The South West Community Development Council (CDC) was formed on 24 November 2001, with the mission to Assist the Needy, Bond the People and Connect the Community.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".