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Media Release



26 February 2021

News Editor

SOUTH WEST CDC WRAPS UP FESTIVE CHEERS @ SOUTH WEST WITH RECORD NUMBER OF PARTNERS AND REACH

- **Record number of 105 corporate and community partners involving more than 5,000 volunteers, with 103% increase in overall donation-in-kind of more than \$600,000 to benefit about 8,000 vulnerable households in the South West District from November 2020 to February 2021**
- **25 online sellers donate more than \$18,000 worth of new clothes, stationery, grocery vouchers, toys and more for vulnerable seniors and families with children**

Themed “To Our South West Community, With Love”, this year’s Festive Cheers @ South West programme has rallied 105 corporate and community partners through 24 distributions between November 2020 and February 2021, which involved more than 5,000 volunteers, benefitting about 8,000 vulnerable households in the South West District. The programme also received an overall donation-in-kind of more than \$600,000, an increase of 103% from the same period last year.

2 This Sunday, 28 February 2021, Mayor Low Yen Ling, Mr Ang Wei Neng, Adviser to Nanyang Grassroots Organisations (GROs) and volunteers from Landscape Industry Association (Singapore), MHE-Demag and Nanyang GROs will

be distributing South West Festive Bundles to 500 households in the Nanyang division. Each household will receive a South West Festive Bundle worth about \$70 comprising (1) South West Festive Cheers pack worth \$25 sponsored by Koh Kock Leong Enterprise Pte Ltd¹, (2) household products sponsored by P&G Singapore and (3) a box of disposable masks, a bottle of hand soap and two bottles of festive snacks worth \$30 sponsored by LIAS, as part of the Festive Cheers @ South West programme.

3 Ms Low Yen Ling, Mayor of South West District says, “The pandemic has not dampened the flow of giving but instead brought out the best of our *gotong royong* spirit. This year, donations and participants have more than doubled and we have a record number of 105 corporate and community partners joining us to bring festive cheer to some 8,000 vulnerable households. This groundswell of support from individuals, corporates and community organisations, including business owners of online shops, is ‘Singapore Together’ in action. With such solidarity, we can get through COVID-19 and emerge a more resilient and united people. The CDC will continue to connect communities and aggregate resources across the society to strengthen our social fabric and build a caring and inclusive South West District.”

4 This is the first time the CDC has partnered online business owners in the festive giving. 25 online sellers from Facebook and Instagram donated more than \$18,000 worth of new clothes, stationery, grocery vouchers, toys and more for vulnerable seniors and families with children. Ms Sandra Lim and Ms Sarah Lim, business owners of Bumble Tots shares, “We see the importance of giving back to the society, and even more so in the current pandemic situation. Every little effort can make a difference and we hope the new clothes, stationery and masks give residents the zest to welcome the Chinese New Year on a fresh start.”

¹ The South West Festive Cheers pack sponsored by Koh Kock Leong Enterprise Pte Ltd (KKL) comprises food items, a disinfectant spray to keep one’s surroundings clean and sanitised, and a 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.

5 As the main caregiver to her 9-year-old daughter who has poor vision, Mdm Lim Siew Ching, a single mother of 3 daughters aged 7, 9 and 13, will be receiving the South West Festive Bundle as well as clothes and masks this Sunday. Mdm Lim shares, “The new clothes we received are in some of my daughters’ favourite cartoon characters which came as a great surprise for them. They are excited to receive the cute character cloth masks as well, which they can wear to school and when they go out. This is our first time receiving the South West Festive Bundle and I am extremely grateful and happy to receive it as there are a lot of useful items which can benefit my whole family, and we can save a lot of money as we do not have to spend to buy these items.”

6 For volunteer Ms Lyndee Ng from MHE-Demag, this Chinese New Year is a very different one as she will be, for the first time, spending her Chinese New Year by volunteering her time to distribute South West Festive Bundle to vulnerable families in the South West District. She says, “I have contributed donations to help the vulnerable, but have never volunteered for a distribution drive before. This is especially meaningful for me, not just because it is the first time I am volunteering in a distribution drive, but also because I am able to spread love and joy to the families during the Chinese New Year period. I believe that sharing is caring, and I would like to share the festive joy with these vulnerable families. I am happy to be able to celebrate the Chinese New Year with my big family here despite not being able to return home to Malaysia this year.”

7 Mr Goh Eng Lam, Chairman of LIAS Singapore shares, “Despite not being able to unite physically in large groups this year due to the COVID-19 pandemic, our priority at LIAS to foster the spirit of unity in our communities, neighbourhoods and our homes, has not changed. This has always been aligned with our motto at LIAS, which is to connect our local landscape businesses on a common platform for growth together as an industry in shaping Singapore as a clean and green city. We sincerely hope that by bringing some festive cheer to these 500 families amidst this pandemic will bring encouragement for a better tomorrow.”

8 Mr Burton Chua, Country Director, MHE-Demag (S) Pte Ltd, says "The quote 'Everyone you meet is fighting a battle we know nothing about' is exceptionally true when businesses and individuals are hit hard by the unprecedented challenges caused by COVID-19. However, no matter how hard life is, we believe that no one should be left to suffer alone. So, when LIAS approached us for this great cause, we agreed without hesitation. Value creation should go beyond a company's products and services. Our position enables us to contribute to our people, society and environment in many ways and we would like to continue doing that with great partners like LIAS and South West CDC. Our humble wish is that this small gesture will bring smiles to the vulnerable families."

9 Details of the event are as follows:

Event : **Distribution of South West Festive Bundle with LIAS**
Date : Sunday, 28 February 2021
Time : **11.00 am to 12.00 pm (Media is invited at 10.45 am)**
Venue : Void deck of Blk 967A Jurong West Street 93
Singapore 641967
Guest of : Ms Low Yen Ling
Honour Mayor of South West District
Host : Mr Ang Wei Neng
Adviser to Nanyang Grassroots Organisations

10 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. Each household received a South West Festive Cheers pack sponsored by Koh Kock Leong Enterprise Pte Ltd (KKL) comprising food items, disinfectant spray to keep one's surroundings clean and sanitised, and a 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. In FY2019/2020, 1,900 volunteers from 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.

11 We would like to invite your reporter and photographer/TV crew to cover the **Distribution of South West Festive Bundle with LIAS**. A copy of the media release and event photos will be issued on 28 February 2021. Media interviews can be arranged upon request. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officers

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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".

Programme

Time	Administrative Programme
10.55 am	Arrival of Host, Mr Ang Wei Neng, Adviser to Nanyang Grassroots Organisations
11.00 am	Arrival of Guest of Honour (GOH), Mayor Low Yen Ling
11.05 am	Opening Address by Mayor
11.10 am	Group Photo-taking
11.25 am	Door-to-Door Distribution of South West Festive Bundle at Blk 967A Jurong West St 93 <i>*Media interview will be arranged after the Distribution of South West Festive Cheers Bundles, subject to request.</i>
12.00 pm	End of Programme