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Media Release



15 December 2022

News Editor

**BRINGING FESTIVE JOY TO 8,000 RESIDENTS AND
PROVIDING MORE SUPPORT THROUGH FESTIVE PACKS
COMPRISING FOOD AND HOUSEHOLD ITEMS
AS WELL AS GIFTING OF ITEMS**

- **About 8,000 vulnerable households in the South West District to receive South West Festive Packs worth about \$100 each**
- **Inclusive volunteerism through collaboration with Movement for the Intellectually Disabled of Singapore and Metta Welfare Association**

8,000 households in the South West District will receive South West Festive Cheers packs worth about \$100 each between December 2022 and February 2023, as part of Festive Cheers @ South West 2022. Mayor of South West District Ms Low Yen Ling, together with Mr Gan Kim Yong, Minister for Trade and Industry, Adviser to Chua Chu Kang Grassroots Organisations and 40 volunteers from Procter & Gamble Singapore (P&G) and Chua Chu Kang GROs will be distributing the packs to 300 households in Chua Chu Kang division on 16 December 2022. This event kick-starts the South West Community Development Council's annual Festive Cheers @ South West programme to spread cheers to the vulnerable during the festive season.

2 This year's Festive Cheers @ South West sees a total donation of over \$850,000 (cash and in-kind) from various partners through the festive packs and Grant-A-Wish @ South West initiative. Each family will receive festive packs sponsored by CDC long-time partner Koh Kock Leong Enterprise Pte Ltd (KKL) and P&G Singapore. The ones by KKL are specially curated by the South West CDC based on residents' needs and comprise food and household items such as rice and disinfectant spray.

3 The festive packs by P&G Singapore for 8,000 households, worth \$520,000 comprises household and personal hygiene items such as toothbrush, shampoo and conditioner. As part of Festive Grant-A-Wish, P&G Singapore will also be gifting 400 children from low-income households a gift worth up to \$40. These gifts are contributed by staff volunteers, who will also be pooling resources to support 35 students in the South West District with a more conducive studying environment through provision of studying tables, table lamps etc.

4 About 50 volunteers from Movement for the Intellectually Disabled of Singapore (MINDS) will be involved in the packing and distribution of festive cheers packs for the first time. For Mr Ambrose Chi, Training Officer at MINDS Jurong Training & Development Centre, this is the first time he has participated in such an activity alongside clients from MINDS. "I am happy to be able to give back to the community. It is especially meaningful that our clients are given the opportunity to volunteer and contribute to society. Seeing the happy faces on the people we helped makes us smile," he says. Metta Welfare Association is another new partner who will be coming on board Festive Cheers @ South West 2022. They will be contributing 8,000 bottles of orange Enzyme Cleaner, worth \$40,000 towards the festive cheers packs. Hand-made by youths with special needs from ECO@Metta, a programme initiated by Metta Welfare Association, the orange Enzyme Cleaner is a multi-purpose chemical-free cleaner that is biodegradable and an eco-friendly alternative to harsh chemicals.

5 Mr Gan Kim Yong, Minister for Trade and Industry said, "It is heartening to see the community coming together to support our vulnerable residents and contributing in one way or another during this season of giving. This year's Festive Cheers @ South West provides more support for these families to defray some of their household expenses. We hope that more partners will be inspired to step forward and do their part towards building a more caring and inclusive nation."

6 Ms Low Yen Ling, Mayor of South West District says, "We are grateful for the strong and long-standing support of our corporate and community partners for Festive Cheers @ South West. Despite challenging times, they have continued to give and reach out to vulnerable residents. This year's effort is extra special with the help and involvement of volunteers from MINDs. They inspire us with their determination make the world a better place despite their difficulties. This exemplary model of volunteerism epitomises the caring and inclusive spirit that is shaping our South West community."

7 The Festive Grant-A-Wish is part of P&G's annual corporate social responsibility effort and kick-starts the South West CDC's Festive Cheers @ South West programme. Festive Cheers @ South West rallies the support of corporate and community partners to organise a series of festive activities such as Christmas and Chinese New Year engagement, distribution of South West Festive Cheers Packs and festive gifts to the beneficiaries of Adopt @ South West. This year, Festive Cheers @ South West will benefit 8,000 vulnerable households from 25 Adopt @ South West precincts.

8 Ms Cecilia Tan, Vice President, Global Government Relations & Public Policy, P&G - Asia Pacific, Middle East & Africa said "At P&G, we aim to be a Force for Growth and a Force for Good. We are proud to play our role in serving local communities in Singapore through our partnership with the South West CDC and we are delighted to be a part of the Festive Cheers programme for the fourth consecutive year. It brings us great joy to spread the holiday cheer with beneficiaries

and be able to uplift all during the festive season. In collaboration with South West CDC and other companies, we hope to make a positive difference in society and inspire others to come forward and contribute towards spreading the cheer.”

9 Details of the event are as follows:

Event : Launch of Festive Cheers @ South West
Date : Friday, 16 December 2022
Time : 11.25 am to 1.30 pm (**Media is invited at 11.00 am**)
Venue : Blk 166 Teck Whye Crescent Pavilion
Singapore 680166
Guest of : Mr Gan Kim Yong
Honour : Minister for Trade and Industry
Host : Ms Low Yen Ling
Mayor of South West District

10 The Adopt @ South West programme reaches out to needy families and vulnerable elderly living in rental and purchased flats. Through a “Many Helping Hands” approach, the programme focuses on meeting three core needs, spanning Social Support and Wellness, Education & Enrichment, and Home Maintenance & Improvement, to uplift and enrich the lives of vulnerable residents in the South West District.

11 We would like to invite your reporter and photographer/TV crew to Launch of **Festive Cheers @ South West 2022**. 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

Ms Lim Yee Leng
Senior Manager (Corporate Management and Communications)
South West Community Development Council
DID: 6551 9270
Mobile: 97126705
Email: Lim_Yee_Leng@pa.gov.sg

Ms Teng Jia Hui
Manager (Projects Management and Development)
South West Community Development Council
DID: 6551 9931
HP: 85333031
Email: Teng_Jia_Hui@pa.gov.sg

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".

Ms Low Yen Ling was appointed the Mayor of South West District on 27 May 2014. Ms Low is also the Minister of State, Ministry of Culture, Community and Youth (MCCY) & Ministry of Trade and Industry (MTI) & Adviser to Chua Chu Kang GRC.

For more information, please visit: www.southwest.cdc.gov.sg

Programme

| Time | Administrative Programme |
|-------------|--|
| 11.25 am | Arrival of Ms Low Yen Ling Mayor of South West District |
| 11.30 am | Arrival of Mr Gan Kim Yong Minister for Trade and Industry |
| 11.35 am | Welcome Address by Mayor Low Yen Ling |
| 11.40 am | Address by Minister Gan Kim Yong |
| 11.45 am | Address by representative from P&G Singapore |
| 11.50 am | Presentation of Grant-A-Wish Gifts |
| 12.25 pm | Door-to-door distribution of P&G Household Packs |
| 1.30 pm | End of Programme <i>*Media doorstop to be arranged, subject to media request.</i> |