

[Embargoed till 15 February 2023, 11.30 am]

Media Release



13 February 2023

News Editors

**CLOSE TO 500 VULNERABLE SENIORS TO RECEIVE SUPERMARKET
VOUCHERS AS PART OF MAYBANK SHOPPING WITH
SENIORS @ SOUTH WEST INITIATIVE**

South West Community Development Council (CDC) and Maybank Singapore (Maybank) will be partnering to support close to 500 vulnerable seniors in the South West District by giving out \$100 worth of supermarket vouchers to each senior. This is part of the Maybank Shopping with Seniors @ South West initiative to help defray their household expenses amid today's rising cost environment.

2 Maybank has donated \$65,000 towards supermarket shopping trips for close to 500 seniors in the South West District, and 30 seniors will be invited for a special shopping trip on Wednesday, 15 February 2023. Ms Low Yen Ling, Mayor of South West District, Dr John Lee, Country CEO and CEO of Maybank, as well as Maybank volunteers, will be joining them. This shopping trip is one of 20 runs that will take place over the year.

3 This event will be an opportune time for the seniors to gather and connect at The Warehouse Club @ Joo Koon, as well as learn how they can eat better and healthier. Maybank volunteers will be sharing essential nutritional tips to encourage them to make informed and healthier food choices when purchasing their groceries.

4 Mr Desmond Lee, Minister for National Development and Adviser to Boon Lay Grassroots Organisations says, “I am heartened to see like-minded partners coming forward to provide more support to our vulnerable seniors by defraying the cost of their daily expenses and empowering them to take better ownership of their health through wise and informed food choices. We hope more partners will be inspired to step forward and join us in this collaborative effort to build a more inclusive and caring society.”

5 Ms Low Yen Ling, Mayor of South West District says, “This initiative is part of the CDC’s long standing Adopt @ South West programme where community partners – from organisations to individuals from all walks of life – join hands with us to uplift vulnerable residents in practical ways. This effort with Maybank Singapore is specially designed to offer our seniors opportunities to shop for their own groceries, and to stay active at the same time as they socialise with their peers and volunteers from Maybank. We hope the programme not only helps defrays the daily expenses of our seniors but also uplifts and connects them with people who care.”

6 Dr John Lee, Country CEO and CEO of Maybank Singapore said, “We are delighted to be at the Maybank Shopping with Seniors @ South West event to engage with the seniors today. It is heartening that our partnership with South West CDC enables us to support close to 500 vulnerable seniors to help manage rising living costs through our donation. Just as importantly to us is to share or remind the seniors of having healthier food options for their meals through today’s shopping trip. We hope this can help them to be healthier and live well too. Supporting the community has always been a key thrust at Maybank, and we will continually do our part to uplift the vulnerable, the less fortunate and connect with the community - core to the bank’s mission of Humanising Financial Services.”

7 Details of the event are as follows:

Event : Maybank Shopping with Seniors @ South West
Date : Wednesday, 15 February 2023
Time : 10.00 am to 11.30 am (**Media is invited at 9.30 am**)
Venue : The Warehouse Club @ Joo Koon
1 Joo Koon Circle
Singapore 629117
Host : Ms Low Yen Ling
Mayor of South West District
Partner : Dr John Lee
Country CEO & CEO, Maybank Singapore

8 The Maybank Shopping with Seniors @ South West is part of Adopt @ South West programme, which 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.

9 We would like to invite your reporter and photographer/TV crew to **Maybank Shopping with Seniors @ South West** event. Please contact our media liaison officers for queries and interview requests. We look forward to receiving you and your crew/photographer.

Media Liaison Officers

South West CDC

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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 Aggregate Needs and Resources, Build Capability and Capacity in Partners and Networks, and Connect Communities.

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

About Maybank Singapore

Maybank is among Asia's leading banking groups and South East Asia's fourth largest bank by assets. Maybank Group has an international network of over 2,600 branches in 18 countries including all 10 ASEAN countries, with more than 42,000 employees serving customers worldwide.

Maybank Singapore is one of the Group's largest overseas operations and a Qualifying Full Bank in Singapore. As at 31 December 2021, Maybank's total assets in Singapore were approximately S\$81.5 billion. With strategically located banking branches and over 2,000 employees in Singapore, Maybank is well-positioned to provide highly personalised services and locally-oriented solutions that will deliver more value to customers.

For more information, please visit www.maybank2u.com.sg

Programme

Time	Administrative Programme
10.00 am	Welcome Address by Mayor Low Yen Ling
10.05 am	Address by Dr John Lee, Country CEO & CEO, Maybank Singapore
10.10 am	Launch of Maybank Shopping with Seniors @ South West

Time	Administrative Programme
10.15 am	Group Photo
10.20 am	Supermarket Shopping with Seniors
11.30 am	End of Programme <i>*Media doorstep to be arranged, subject to media request.</i>

Glossary and Translation of Key Terms

CDC

S/N	Term	Chinese Translation
1	South West CDC	西南社区发展理事会
2	Mayor	市长
3	Ms Low Yen Ling Mayor of South West District	刘燕玲女士, 西南区市长
4	Mr Desmond Lee Minister for National Development and Adviser to Boon Lay Grassroots Organisations	李智陞部长 国家发展部长兼主管社会服务整合 事务部长 文礼基层组织顾问
5	Grassroots Advisers	基层组织顾问
6	Grassroots Organisations	社区基层组织

MAYBANK SINGAPORE

S/N	Term	Chinese Translation
1	Maybank Singapore	马来亚银行新加坡
2	Dr John Lee, Country CEO and CEO of Maybank Singapore	李兴福博士 马来亚银行新加坡首席执(新加坡) 行官兼总裁