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Media Release



24 March 2023

News Editor

WRAP UP OF THREE-MONTH FESTIVE CHEERS @ SOUTH WEST 2022 WITH CUSTOMISED GIFTING TO 150 SENIORS

- **\$850,000 cash and in kind received**
- **More than 1,000 volunteers from 70 community and corporate partners came together**
- **8,000 vulnerable households benefitted from the programme**

South West Community Development Council (CDC) will be concluding its annual Festive Cheers @ South West programme which took place from December 2022 to March 2023, with a presentation of customised gifts for 150 seniors in Chua Chu Kang division. The gifts are specially curated and sponsored by Elmich Pte Ltd and Nature Landscapes Pte Ltd. About 50 volunteers from the two companies will also join Mr Gan Kim Yong, Minister for Trade and Industry and Ms Low Yen Ling, Mayor of South West District in presenting the gifts to the seniors.

2 This year's Festive Cheers @ South West saw a total of 70 corporate and community partners coming onboard, with an overall contribution of \$850,000 in cash and kind, an increase of 25% from the previous year. More than 1,000 volunteers were involved in the packing and distribution of the festive cheers packs, which benefitted a total of 8,000 vulnerable households from 25 Adopt @ South West precincts.

3 91-year-old Mr Go Geok Sun is one of the seniors who will be receiving a gift of his choice this Saturday. He says “I am very happy to be receiving this gift. I have been thinking of getting a phone for a while and this will be useful to help me keep in contact with my family and friends.” Over 600 residents in the South West District have benefitted through Grant-A-Wish @ South West, as part of Festive Cheers @ South West. The gifts were contributed by partners and customised based on needs of the residents and include a range of items such as communication device, health and mobility aids for the seniors and schooling essentials for children.

4 Mr Gan Kim Yong, Minister for Trade and Industry said, “The Grant-A-Wish initiative goes beyond meeting the needs of the seniors, it brings joy to them and helps strengthen the unity and resilience of the community. With diverse individuals and partners coming together, they bring different knowledges, skills, perspectives and ideas which are critical in uplifting lives and making a positive difference in the community.”

5 Ms Low Yen Ling, Mayor of South West District says, “Though the past three years have not been easy for businesses, I am very heartened that our partners not only continue to set aside resources to support the less fortunate but also continue to encourage their employees to step forward to do their part for the community. Their dedication, time and door-to-door distribution efforts exemplify the spirit of giving back and our shared wish that no one gets left behind.”

6 Nature Landscapes Pte Ltd is one of the partners that have come onboard Festive Cheers @ South West this year. Mr Michael Teh, Managing Director says, “This is the third year that we have been involved in Festive Cheers @ South West and we are thankful for the opportunity to contribute to the community. It really warms our hearts to see the happy faces on the seniors when they receive the gifts. We look forward to being a part of Festive Cheers again in the future.”

7 Details of the event are as follows:

Event : Grant-A-Wish with Elmich & Nature Landscapes @ South West
in conjunction with the wrap up of Festive Cheers @ South West
Date : Saturday, 25 March 2023
Time : 10.00 am to 11.00 am **(Media is invited at 9.30 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

8 Festive Cheers @ 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 **Grant-A-Wish with Elmich & Nature Landscapes @ South West in conjunction with the wrap up of Festive Cheers @ South West**. 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 of Aggregating of Needs and Resources, Building Capability / Capacity in Partners and Networks; and Connecting 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.cdc.gov.sg/southwest

Programme

Time	Administrative Programme
9.55 am	Arrival of Ms Low Yen Ling Mayor of South West District
10.00 am	Arrival of Mr Gan Kim Yong Minister for Trade and Industry
10.05 am	Welcome Address by Mayor Low Yen Ling
10.10 am	Address by Minister Gan Kim Yong
10.15 am	Presentation of Grant-A-Wish Gifts

Time	Administrative Programme
11.00 am	End of Programme <i>*Media doorstep to be arranged, subject to media request.</i>