

[For Immediate Release]

# Media Release



---

30 November 2023

News Editor

## **\$800,000 WORTH OF FESTIVE CHEERS PACKS FOR 8,000 VULNERABLE HOUSEHOLDS; YOUTH VOLUNTEERS MAKE A DIFFERENCE**

- **Each household receives Care Packs worth about \$100 each to defray daily expenses**
- **Youths spread joy and warmth, devoting time for packing and distributing the Care Packs and penning well-wishes in greeting cards**

Mr Desmond Lee, Minister for National Development, Minister-in-charge of Social Services Integration and Adviser to Boon Lay Grassroots Organisations and Ms Low Yen Ling, Mayor of South West District kicked off the three-month long annual Festive Cheers @ South West on 2 December 2023. The initiative by the South West Community Development Council (CDC), happening between December 2023 and February 2024, is made possible with corporate and community partners and volunteers in bringing festive joy to 8,000 vulnerable households in the South West District.

2 More than 50 volunteers from Procter & Gamble (P&G) Singapore presented the South West Festive Cheers Packs and customised gifts to 60 families on 2 December 2023. The South West Festive Cheers Packs worth a total of \$800,000 comprising food and household items, are sponsored by P&G Singapore and Koh Kock Leong Enterprise Pte Ltd. Each family received about \$100 worth of household and food items to help them defray their daily expenses. As part of Festive Grant-A-

Wish, P&G Singapore will also be gifting 150 children from low-income households a gift worth up to \$40. The gifts are contributed by staff volunteers based on the wishes and needs of the children.

3 This year's Festive Cheers @ South West is made extra special with the involvement of over 5,000 students from the Institutes of Higher Learning and schools in the South West District. Each festive cheers pack will include a greeting card, designed by volunteers from Project Wellness, a ground-up initiative, and hand-written by students from more than 9 primary schools to cheer on the families. More than 60 staff, alumni and student volunteers from Nanyang Technological University (NTU) and National Institute of Education (NIE) will also be involved in packing and distributing the festive packs to beneficiaries in the South West District.

4 "I'm happy to see corporate partners, community stakeholders and volunteers come together to share some festive cheer with those who are more vulnerable and in need. This year's Festive Cheers programme shows strong kampung spirit and I hope it encourages more partners to step forward to do their part in building our communities," said Minister Desmond Lee.

5 "We are delighted to see our corporate and community partners coming back year after year to support the annual Festive Cheers initiative. Their longstanding dedication to uplift and enrich the lives of our residents is commendable. This year, we have students from 9 primary schools cheering on the families with personalised cards, and youth and staff of NTU and NIE chiming in their efforts by packing and distributing the South West Festive Cheers packs. This collective effort shows how we care as a one, for our community. Together, we're making South West District more cohesive and resilient," said Mayor Low.

6 Mr Aalok Agrawal, Senior Vice President, Consumer Health Care, P&G Asia Pacific, Middle East & Africa, said, "Our goal at P&G is to improve the health and well-being of the communities we touch. We are proud to be part of this meaningful Festive Cheers Programme organised by South West CDC to provide daily necessities to vulnerable families through our brands. We are committed to making a positive impact with our brands and inspiring others to help."

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 Details of the event are as follows:

Event	: P&G Festive Grant-A-Wish @ South West, in conjunction with the Launch of Festive Cheers @ South West
Date	: Saturday, 2 December 2023
Time	: 9.55 am to 10.45 am <b>(Media is invited at 9.45 am)</b>
Venue	: Multi-Purpose Hall at Boon Lay Community Club 10 Boon Lay Place, Singapore 649882
Guest of Honour	: Mr Desmond Lee Minister for National Development, Minister-in-charge of Social Services Integration and Adviser to Boon Lay Grassroots Organisations
Host	: Ms Low Yen Ling Mayor of South West District

9 The Adopt @ South West programme aims to uplift and enrich the lives of needy and vulnerable residents living in rental flats by reaching out to them and providing social support. This is part of the WeCare Plus @ South West Initiative, which aims to provide holistic assistance to our residents, strengthen the social safety net for the needy and vulnerable, and create a more caring environment for all residents. The suite of programmes is developed to meet the three core needs of Adopt @ South West - namely Social Support and Wellness, Home Care and Maintenance, as well as Education and Enrichment - to enhance the lives of vulnerable residents in the South West District.

10 Photos for **P&G Festive Grant-A-Wish @ South West, in conjunction with the Launch of Festive Cheers @ South West** may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.

---



Minister Desmond Lee, Mayor Low Yen Ling and volunteers from P&G Singapore, Koh Kock Leong Enterprise and Boon Lay GROs distributed South West Festive Cheers pack to 60 families in Boon Lay division.



Minister Desmond Lee and Mayor Low Yen Ling giving out the South West Festive Cheers pack to a family.

---

### **Media Liaison Officers**

Ms Yasmin Zafrullah

Manager (Corporate Management and Communications)

South West Community Development Council

Mobile: 9457 4922

Email: [Yasmin\\_Zafrullah@pa.gov.sg](mailto:Yasmin_Zafrullah@pa.gov.sg)

Ms Teng Jia Hui  
Manager (Projects Management & Development)  
South West Community Development Council  
Mobile: 8533 3031  
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.

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: <https://southwest.cdc.gov.sg>

### **Programme**

<b>Time</b>	<b>Administrative Programme</b>
9.40 am	Arrival of Key Representatives from Koh Kock Leong Enterprise Pte Ltd, P&G Singapore, Boon Lay GROs
9.55 am	Arrival of Mayor Ms Low Yen Ling Mayor of South West District
10.00 am	Arrival of Minister

	Mr Desmond Lee Minister for National Development and Adviser to Boon Lay GROs
10.05 am	Welcome Address by Mayor
10.10 am	Address by Minister
10.15 am	Remarks by Key Representative from P&G Singapore
10.20 am	Photo/Video Opportunity 1: Group Photo-Taking with Key Representatives on stage Photo/Video Opportunity 2: Mass Photo-Taking with Key Representatives & Volunteers on Stage
10.25 am	Presentation of Gift Items, South West Festive Cheers Packs & P&G Household Packs
10.35 am	Photo/Video Opportunity 3: Mass Photo-Taking with Key Representatives, Volunteers and Children Beneficiaries
10.45 am	Departure of Minister and Mayor <i>*Media doorstop to be arranged, subject to media request.</i>
10.45am	End of programme

**Each South West Festive Cheers Packs consists of the following items:**

S/N	Item
1	Brown Rice (1 kg)
2	Vermicelli
3	Cream Crackers
4	Light Soya Sauce
5	Instant Malt Drink (Milo)
6	Disinfectant Spray
7	Toilet Cleaner
8	Detergent
9	Dish Washing Liquid

**Each P&G Household Packs consists of the following items:**

S/N	Item
1	Toothbrush

2	Shampoo
3	Toilet Freshener
4	Disinfectant Spray
5	Vitamins