

[For Immediate Release]

Media Release



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News Editor

COMMUNITY SPIRIT IN ACTION – YOUTH VOLUNTEERS AND COMMUNITY PARTNERS BRING FESTIVE CHEERS TO 8,000 FAMILIES IN THE SOUTH WEST DISTRICT

- **Each family received South West Festive Cheers Packs with essential items worth about \$88 each, providing joy and support during the holiday season**
- **Whole-of-community effort with volunteers from all walks of life – including corporates, community, schools and beneficiaries from MINDS**

The South West Community Development Council (CDC) commenced the three-month long annual Festive Cheers @ South West on 23 November 2024. Deputy Prime Minister, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC Grassroots Organisations, Mr Gan Kim Yong and Senior Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth, and Mayor of South West District Ms Low Yen Ling kicked off the festive distribution at Hillview Community Club this year. This initiative, running from December 2024 to February 2025, aims to foster a sense of community and bring cheer to 8,000 vulnerable families in the South West District during this festive period.

2 Over the next three months, Procter & Gamble (P&G) Singapore will fulfil the wishes of close to 300 children in total, twice the number of children last year. This

year, the beneficiaries will include children from low-income families and clients from Movement for the Intellectually Disabled of Singapore (MINDS) in an effort to embody the spirit of inclusivity by reaching out to a diverse group of beneficiaries. These gifts are curated and contributed by P&G staff volunteers based on the needs of the beneficiaries.

3 As part of the launch carnival event to kickstart the three-month initiative, about 60 staff volunteers from P&G Singapore presented gifts and South West Festive Cheers Packs to 60 children and their families, as well as 290 families from Chua Chu Kang division. The carnival featured interactive science demonstration booths highlighting P&G's innovative household products that promote good health, hygiene and daily well-being. Through these booths, children and their families discovered the common myths of cold and flu, built their own diaper, and learnt about P&G's initiatives that benefit regions faced with water scarcity. The South West Festive Cheers Packs, worth a total of about \$700,000 are contributed by P&G Singapore and Koh Kock Leong Enterprise Pte Ltd. The packs include food and essential household items worth \$88 each, targeted at helping the families defray their daily household expenses.

4 This year's Festive Cheers @ South West exemplifies a true community-wide effort, rallying support from corporate and community groups, as well as educational institution, showcasing the spirit of youth volunteerism and community partnership. About 120 students and youth from ITE College West, National Technological University (NTU), and other schools will be involved in packing and distributing the festive cheers packs to families as part of the three-month initiative. Beneficiaries and their families from MINDS will also be coming onboard the initiative for the third consecutive year, to pack and distribute festive cheers packs to vulnerable families in the district.

5 "It is truly inspiring to see the whole community coming together to uplift others, especially those who need more help, during this festive season. Such efforts help to build a more united, inclusive and resilient Singapore. I encourage more Singaporeans to step forward, do their part to uplift and empower those around them, so that we can continue to build a Singapore that we are all proud to call home." said DPM Gan.

6 “Our annual Festive Cheers @ South West initiative embodies our community’s caring spirit. The gift packs filled with food and daily essentials will uplift over 8000 vulnerable households in our district. We hope these gifts will lighten their load during the festive period which typically incurs higher household expenditure. We wish our residents an enjoyable time of bonding with friends and family in the upcoming Christmas season. The concerted support from the South West community, ranging from individuals to organisations, strengthens our social resilience which is a crucial factor for a small nation-state like Singapore,” said Mayor Low.

7 Mr Ajit Nayak, Senior Vice President, Hair Care Enterprise Markets, Asia Pacific, Middle East and Africa, said “At P&G, we are deeply committed to uplifting communities through our brands. We are grateful to be part of the Festive Grant-A-Wish initiative with South West CDC for the sixth year, providing essential household products to vulnerable families and enhancing their well-being. As part of our growing commitment to this meaningful cause, we bring to life our innovations through interactive science demos that allow them to better appreciate the science behind how our brands are transforming lives and improving life. This also serves as a great opportunity for us and our brands to connect deeper and forge meaningful connections with our consumers. We are also excited to grant the wishes of close to 300 children, doubling the numbers from last year.”

8 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.

9 Details of the event are as follows:

Event : Launch of Festive Cheers @ South West
Date : Saturday, 23 November 2024
Time : 12.30 pm to 1.30 pm **(Media is invited at 12.00 pm)**
Venue : Multi-Purpose Hall at Hillview Community Club
1 Hillview Rise, #01-01, Singapore 667970

Guest of : Mr Gan Kim Yong
Honour Deputy Prime Minister and Minister for Trade and Industry
Adviser to Chua Chu Kang GRC Grassroots Organisations
Host : Ms Low Yen Ling
Mayor of South West District

10 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.

11 Photos for **Launch of Festive Cheers @ South West** may be downloaded from the following [link](#). For more information, please contact our media liaison officers below.



Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry, Ms Low Yen Ling, Mayor of South West District and volunteers from P&G Singapore, Koh Kock Leong Enterprise, Bukit Gombak and Chua Chu Kang GROs distributed

South West Festive Cheers packs and presented gifts to 60 children and their families.



DPM Gan Kim Yong and Mayor Low Yen Ling joined volunteers from P&G Singapore, KKL, Bukit Gombak and Chua Chu Kang GROs and about 60 families from the South West District at the launch of Festive Cheers @ South West.



Nur Armel Qayla and Nur Jannah Qasdina are among the 300 children who will be receiving gifts contributed by staff from Procter & Gamble Singapore as part of the Festive Grant-A-Wish @ South West.

(Photo Credit: South West Community Development Council)

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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.

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 Senior Minister of State, Ministry of Trade and Industry (MTI) & Ministry of Culture, Community and Youth (MCCY) and Adviser to Chua Chu Kang GRC.

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

Programme

Time	Administrative Programme
12.25 pm	Arrival of Host Ms Low Yen Ling Senior Minister of State Ministry of Trade and Industry Ministry of Culture, Community and Youth Mayor of South West District
12.30 pm	Arrival of Guest of Honour Mr Gan Kim Yong Deputy Prime Minister Minister for Trade and Industry Adviser to Chua Chu Kang GRC Grassroots Organisations
12.35 pm	Welcome Address by Mayor
12.40 pm	Address by DPM
12.45 pm	Remarks by Key Representative from P&G Singapore
12.50 pm	Photo/Video Opportunity 1: Group Photo-Taking with Key Representatives on Stage
12.50 pm	Photo/Video Opportunity 2: Group Photo-Taking with Key Representatives and Volunteers on Stage
12.55 pm	Presentation of Gift Items, South West Festive Cheers Packs and P&G Household Packs to children beneficiaries and accompanying parents/guardians
1.15 pm	Photo/Video Opportunity 3: Mass Photo-Taking with Key Representatives, Volunteers, Children Beneficiaries and Families
1.20 pm	Engagement with P&G volunteers manning the booths by DPM and Mayor
1.30 pm	Departure of Minister and Mayor <i>*Media doorstep to be arranged, subject to media request.</i>
1.30 pm	End of programme

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

S/N	Item
1	Brown Rice 1kg
2	Vermicelli
3	Light Soya Sauce
4	Cream Crackers
5	Instant Malt Drink
6	Disinfectant Spray
7	Toilet Cleaner Detergent
8	Toothpaste
9	Gardenia California Raisin Loaf (sponsored by Gardenia Foods (S) Pte Ltd)

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

S/N	Item
1	Pack of Toothbrush
2	Shampoo
3	Toilet Freshener/ Fabric Freshener Spray/ Dishwashing Liquid
4	Vitamins