

**[For Immediate Release]**

# Media Release



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27 April 2024

News Editor

## **LAUNCH OF NEW INITIATIVE – MOBILE GROCERIES @ SOUTH WEST TO SUPPORT 7,200 FAMILIES WITH CLOSE TO \$300,000 WORTH OF GROCERIES AND ESSENTIAL ITEMS**

- **New partnership with Hao Ren Hao Shi to reach out to 7,200 families in the South West District**
- **Close to \$300,000 worth of groceries and essential items to help families defray daily expenses**
- **More than 2,000 student and youth volunteers to be involved in the programme**

Mr Gan Kim Yong, Minister for Trade and Industry and Ms Low Yen Ling, Mayor of South West District launched the Mobile Groceries @ South West on 27 April 2024, a new partnership between the South West Community Development Council (CDC) and Hao Ren Hao Shi (HRHS). This initiative will provide support to 7,200 vulnerable families in the South West District with close to \$300,000 worth of groceries and essential items over a 2-year period, to help them defray their daily expenses and cope with the cost of living.

2 To provide greater convenience, the mobile truck carrying the groceries and essential items will be roved around the South West District. Residents will be able to pick and choose grocery and essential household items of up to \$40 per household based on their needs. As part of Mobile Groceries @ South West, three distribution

activities will be held per month, over 2 years, to support some 7,200 vulnerable families in the South West District.

3 This new partnership sees a total contribution of close to \$300,000 from South West CDC and HRHS, which will go towards the grocery items. The South West CDC will match with a dollar-for-dollar funding.

4 About 40 student volunteers from Hwa Chong Institution and Lianhua Primary School were involved on the day of the launch, where they helped in the operations of the mobile grocery truck and assisted residents with their collection of groceries and essential items. Across the 2 years, more than 2,000 student and youth volunteers will be involved in Mobile Groceries @ South West. The participation of the youth volunteers will forge intergenerational bonding, as well as foster greater empathy and community spirit amongst the student and youth volunteers.

5 "The Mobile Groceries @ South West is another new initiative by the South West CDC, in partnership with Hao Ren Hao Shi to provide greater support to our residents. As we continue to forge new partnerships and deepen our engagement in the community, let us carry forward the spirit of solidarity and remain steadfast in our commitment to strengthen our bonds and pave the way for a more resilient community," said Minister Gan.

6 "The CDC's partnership with Hao Ren Hao Shi in the Mobile Groceries @ South West initiative harnesses our respective strengths, resources and expertise to broaden and strengthen our reach and support for needy residents in the South West District. Through this effort, we hope to lighten the cost of living for over 7,000 vulnerable families by providing them with essential daily goods. The mobile truck will make it easier for seniors and those with mobility needs to get groceries. This two-year initiative will give some 2,000 youth volunteers a chance to serve and empathise with the less fortunate, strengthening our community's resilience," said Mayor Low.

7 "Hao Ren Hao Shi champions the spirit of volunteerism amongst children, youth, families, and the community. We work with schools to encourage students of all ages to volunteer with Hao Ren Hao Shi in the communities where their schools

are located, to distribute essential supplies and provisions to our beneficiaries, regardless of race or religion. These volunteering assignments that the students undertake serve as learning platforms that enable them to be grounded in real issues, gain invaluable teamwork skills, and be authentically connected to their communities. Fulfilling our motto of 'Let's do good together!', Hao Ren Hao Shi is pleased to partner with South West CDC on the Mobile Groceries @ South West initiative to increase outreach to more beneficiaries, creating more volunteering opportunities for the children, youth, and the community," said Anson Ng, Founder Chairman of Hao Ren Hao Shi.

8 Details of the event are as follows:

Event : Mobile Groceries @ South West  
Date : Saturday, 27 April 2024  
Time : 10.25 am to 11.30 am (**Media is invited at 10.00 am**)  
Venue : Carpark Between Block 234 and 236 Chua Chu Kang Central  
Singapore 680236  
Guest of : Mr Gan Kim Yong  
Honour : Minister for Trade and Industry and  
Adviser to Chua Chu Kang Grassroots Organisations  
Host : Ms Low Yen Ling  
Mayor of South West District

9 Photos for **Mobile Groceries @ South West**. may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.



Minister Gan Kim Yong, Mayor Low Yen Ling and volunteers from Hwa Chong Institution, and Lianhua Primary School assisted 100 Chua Chu Kang residents with their collection of groceries and essential items.



Minister Gan Kim Yong and Mayor Low Yen Ling launching Mobile Groceries @ South West, alongside key representatives from Hao Ren Hao Shi and volunteers from Hwa Chong Institution and Lianhua Primary School.



Lianhua Primary School student assisting a resident with his collection of groceries and essential items.

(Photo credits: 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 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: [southwest.cdc.gov.sg](http://southwest.cdc.gov.sg)

### **Programme**

<b>Time</b>	<b>Administrative Programme</b>
10.10 am	Arrival of Key Representatives from Hao Ren Hao Shi, South West CDC and Chua Chu Kang GROs
10.25 am	Arrival of Mayor

	Ms Low Yen Ling Mayor of South West District
10.30 am	Arrival of Minister Mr Gan Kim Yong Minister for Trade and Industry and Adviser to Chua Chu Kang Grassroots Organisations
10.35 am	Welcome Address by Mayor
10.40 am	Address by Minister
10.45 am	Address by Key Representative from Hao Ren Hao Shi
10.50 am	Launch of Mobile Groceries @ South West
10.55 am	Photo/Video Opportunity 1: Group Photo-Taking Photo/Video Opportunity 2: Group Photo-Taking Photo/Video Opportunity 3: Mass Photo-Taking
11.00 am	Commencement of Groceries & Essential Items Collection
11.30 am	Departure of Minister and Mayor <i>*Media doorstep to be arranged, subject to media request.</i>
12.00 pm	End of programme

Mobile Groceries @ South West consists of the following items:

S/N	Item	Quantity
1	Baked Beans	100
2	Sardines	100
3	Curry Chicken	100
4	Chicken Luncheon Meat	100
5	Chicken Noodle	100
6	Jam	100

7	Tomato Sauce	100
8	Rice x 2	200
9	Biscuits - Western Classics	100
10	London Chocolate Roll	100
11	Milo	100
12	Toothpaste	100
13	Dishwashing Liquid	100
14	Shampoo	100
15	Fruit	100
16	Bread	100
17	Eggs	100
18	Milk	100
19	Scissors	100