

[For Immediate Release]

Media Release



9 March 2025

News Editor

PROVIDING AFFORDABLE AND ACCESSIBLE MEALS TO RESIDENTS, ESPECIALLY TO LOW INCOME RESIDENTS

- **Vulnerable residents in South West District to get \$600,000 worth of credits to purchase value meals at vending machines**
- **80 vending machines will be placed at convenient heartland locations within the district for residents to purchase \$3 value meals**

The South West Community Development Council (CDC), in partnership with Select Group launched the Value Meals @ South West on 9 March 2025. 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 this new initiative together with 80 seniors from Chua Chu Kang division. This initiative aims to address cost-of-living concerns by providing residents with quality, accessible and affordable meal options and is aligned with the mission of the CDC to develop cohesive and resilient communities through collaborations with partners.

2 Value Meals @ South West is a partnership between the South West CDC and Select Group to bring affordable meals to residents. As part of their Corporate Social Responsibility (CSR) and in celebration of SG60, Select will sponsor vulnerable residents with credits worth a total of \$600,000 to purchase value meals from the

vending machines strategically located in convenient heartland locations, such as void decks. The credits will be allocated to beneficiaries through the respective South West District divisions based on residents' needs, providing greater support in the community. Other residents in the district can also benefit from the Value Meals, which are affordably priced at \$3 and below. This initiative reflects the CDC's commitment to build a caring, cohesive and connected community for SG60 and beyond.

3 "Value Meals @ South West is an example of how the Government, private sector and community can come together to build a caring society. As we commemorate SG60 this year, let us continue to nurture this Team Singapore spirit to build a more caring, united and resilient community," said DPM Gan.

4 At the launch event at Chua Chu Kang, 80 residents and beneficiaries joined DPM Gan and Mayor Low at a lunch event where they were among the first to get a taste of the value meal options available as part of this initiative. Attendees enjoyed a variety of dishes from the Value Meals menu, showcasing its diverse food offerings. Volunteers will also be present to conduct hands-on sessions to guide residents on how to navigate the app for future meal redemptions, ensuring seamless access and support.

5 Over the next two months, 80 machines will be progressively deployed at selected locations in the South West District, primarily under HDB blocks, to ensure easy access to affordable meals for all residents. The vending machines will operate 24/7, offering convenient meals at any time. The menu will be rotated regularly, providing diverse options ranging from sandwiches to local favourites, ensuring residents have a variety of choices.

6 "Through this initiative, we seek to provide affordable meals, each at \$3 or less, to lighten the cost-of-living pressures for our residents. They can choose from a range of ready-to-eat rice and noodle meals, including halal options, from some 80 vending machines across the district. In addition, Select Group has donated some \$600,000 worth of credits to vulnerable residents in our district. The Value Meals @ South West initiative exemplifies the caring and collaborative spirit that has brought Singapore

through the years. As we mark SG60, we also celebrate this caring spirit and the solidarity that enabled us to come through thick and thin together,” said Mayor Low.

7 “Select Group is happy to be able to partner South West CDC to contribute to this meaningful initiative to help the needy. Easing cost of living has always been our goal, and we are glad to contribute by making affordable meals accessible to vulnerable residents. This partnership reflects Select Group’s commitment to giving back to the community and ensuring the quality meals remain within the reach for those who need them most,” said Mr Vincent Tan, Managing Director of Select Group.

8 Details of the event are as follows:

| | |
|----------|---|
| Event | : Launch of Value Meals @ South West |
| Date | : Sunday, 9 March 2025 |
| Time | : 10.30 am to 12.30 pm (Media is invited at 10.30 am) |
| Venue | : Pavilion next to Blk 165A Teck Whye Crescent |
| 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 Senior Minister of State Ministry of Trade and Industry Ministry of Culture, Community and Youth Mayor of South West District |

9 Photos for **Launch of Value Meals @ 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, Mr Vincent Tan, BBM, Managing Director of Select Group Pte Ltd, Mr Lim Hui Jie, Co-Chairman of South West CDC Social Service Committee and residents at the launch of the Value Meals @ South West.



Ms Lim Chwee Lian trying out the Value Meals @ South West vending machine.



DPM Gan and Mayor Low distributing the Value Meals to residents.

(Photo Credit: South West Community Development Council)

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

Ms Tan Bee Yen

Senior Manager (Projects Management & Development)

South West Community Development Council

Mobile: 9616 4241

Email: Tan_Bee_Yen@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 Senior Minister of State, Ministry of Trade and Industry (MTI) & Ministry of Culture, Community and Youth (MCCY) and Adviser to Chua Chu Kang GRC Grassroots Organisations (Bukit Gombak).

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

Programme

| Time | Administrative Programme |
|----------|--|
| 11.25 am | 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 |
| 11.30 am | 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 |
| 11.35 am | Welcome Address by Mayor |
| 11.40 am | Address by DPM |
| 11.45 am | Presentation of Mock Cheque |
| 11.50 am | Launch of Value Meals |
| 12.00 pm | Engagement with Residents |
| 12.30 pm | Departure of Minister and Mayor <i>*Media doorstep to be arranged, subject to media request.</i> |
| 12.30 pm | End of programme |

Each Value Meals @ South West vending machine consists of the following items:

| S/N | Item |
|-----|-------------------------------|
| 1 | Meals |
| 2 | Sandwich |
| 3 | Onigiri (Japanese Rice Balls) |
| 4 | Sushi Rolls |
| 5 | Cakes |
| 6 | Pizza |
| 7 | Wraps |