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A movement supported by over 200 voluntary welfare organisations

MEDIA RELEASE

Community Chest aims for record-breaking community drumming to kick-start Jubilee Weekend

Hundreds of beneficiaries and volunteers prepare to celebrate SG50 at Community Chest Heartstrings Walk

Singapore, 6 July 2015 – People from all walks of life are gearing up to drum in unison at the Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats on Friday, 7 August at Marina Bay. For the first time, this event co-organised with Marina Bay Sands under the Care & Share Movement, will feature Community Chest beneficiaries - comprising youth, families, seniors, and persons with disabilities – who trained with corporate volunteers to create rhythms that signify the heartbeat of a caring community. Participants of the walk are also encouraged to bring or make their own percussion instruments to form the largest community drumming for SG50.

About 300 beneficiaries and volunteers from various corporate sectors will engage with thousands of participants expected at the 4km charity walk around Marina Bay. Mr Teo Chee Hean, Deputy Prime Minister and Coordinating Minister for National Security and Minister for Home Affairs, will be the Guest-of-Honour, with Mr Tan Chuan-Jin, Minister for Social and Family Development, as Special Guest.

The charities' representatives, who have been trained by drumming professionals to lead drum circles, will be imparting their skills to beneficiaries and volunteers during practice sessions. The six charities involved are REACH Community Services Society, AWWA Family Service Centre (FSC), Movement for the Intellectually Disabled of Singapore (MINDS), Thye Hua Kwan Moral Charities, Students Care Service, and SPD.

“As the first event to kick-start the Jubilee Weekend, the Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats brings together volunteers, beneficiaries and members of the public to have meaningful interactions in a fun and inclusive way. This is part of Community Chest’s efforts towards creating a more caring and inclusive society in the spirit of the Care & Share Movement. The drumming training and performance offer new experiences and opportunities for our beneficiaries to be involved in celebrating Singapore’s 50th year of nationhood. In doing so, the underprivileged feel that they too, are part of the more compassionate society we are building,” said Mr Phillip Tan, Chairman of Community Chest and the Steering Committee of the Care & Share Movement.

At REACH Community Services Society, families are drumming together with staff volunteers from PropNex Realty, a stalwart supporter of Community Chest. The largest homegrown real estate firm in Singapore has also launched a rhythm titled “HeartBeatsSG50” for a social media campaign to raise funds for Community Chest. For every video recorded of the beat and posted on social media platforms with the hashtag #HeartBeatsSG50, PropNex Realty will donate \$50.00 to Community Chest. It has pledged to donate up to \$500,000 to rally the public to post and share 10,000 videos, from now till 6 August 2015.

“As the nation celebrates SG50, Propnex celebrates her 15th anniversary. The company and staff will continue to share their success with the disadvantaged children in the community. Our corporate social responsibility philosophy, ‘Empowering Future Generations’, steers the company in contributing over the years to benefit children charity homes locally and internationally. Through this partnership with Community Chest, we have been able to encourage even more PropNexians to be the difference in improving the lives of others. The Heartbeat SG50 campaign was an idea to raise awareness through social media platforms and we are delighted to be the firsts to get this viral,’ said Mr Mohamed Ismail Gafoor, CEO of PropNex.

All donations, including the registration fee of \$10, for the Community Chest Heartstrings Walk 2015 will be fully channelled towards charities supported by Community Chest. Funds raised from the event will be matched dollar-for-dollar by the Government under the Care Share Movement for SG50.

Please see more information on the Community Chest Heartstrings Walk 2015 in Annex.

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We would like to invite your reporter and photographer/camera crew to a media preview of the community drumming.

Event: Media Preview of Community Drumming
for Community Chest Heartstrings Walk 2015
Venue: Bishan Community Club
Civil Defence Shelter
51 Bishan Street 13
Singapore 579799
Date/Time: Friday, 10 July 2015, 4.30pm-5.30pm

Please RSVP your attendance **by noon, Wednesday, 8 July 2014** to:

Ms Shazliana Heron
Manager, Corporate Communications
National Council of Social Service
Tel: 6210 2639 / 9844 2775
Email: shazliana_heron@ncss.gov.sg

Ms Carolyn Goh
Senior Manager
Corporate Communications and
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About Community Chest

For over 30 years, Community Chest has been engaging the community to support people in need through fund-raising and volunteering. Community Chest supports more than 80 charities in Singapore, allowing them to focus on caring for the less fortunate. As Community Chest's fund-raising and operating costs are covered mainly by Tote Board and Singapore Pools, every dollar donated will help:

- Children with special needs to reach potential
- Adults with disabilities to integrate into society
- Relationships of families in difficulty to stay strong
- Elderly to age graciously in the community

To make a difference, visit comchest.sg.

About the Care & Share Movement

Care & Share is a national fund-raising and volunteerism movement led by Community Chest for the social service sector, in celebration of SG50 this year. It aims to bring our nation together to show care and concern for the less fortunate, and recognise the contributions made by voluntary welfare organisations (VWOs). Eligible donations raised by Community Chest and participating VWOs from now till 31 March 2016 will be matched

dollar-for-dollar by the Government. The matched amount will go towards building the capabilities and capacities of the social service sector and supporting social services to meet rising needs.

To contribute to this Movement, please visit careandshare.sg or email to esm@ncss.gov.sg.

About PropNex Realty

PropNex Realty is a leading homegrown real estate agency and has always been advocating “Empowering Future Generations Through Education” as part of our corporate social responsibility programme. As such, they have been actively involved in contributing to the community, especially focusing on offering assistance to the future pillars – our children. In 2009 and 2010, we built a school each in the Kampal and Trayong Pong Villages in Cambodia, with donations funding 500 students to go to schools in their homeland. The company contributed over \$200,000 for these initiatives with more than 100 of our salespersons and staff travelled to Cambodia to volunteer in the final phase of the school building as well as to officiate the opening of these schools.

In 2011, our 40 salespersons and staff further contributed to raise funds for children from the Singapore Cancer Foundation. In 2013, 2014 and 2015, PropNex is partnering Community Chest in raising funds for the needy children.

The company’s sixth responsibility is to the community, encouraging all to participate in the promotion of civic improvement, health and education of the society.

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Day, 6 July 2015**

Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats

Organised by: Community Chest and Marina Bay Sands

Venue: Marina Bay Sands Event Plaza

Date: 7 August 2015, 7.30am to 11am

Registration website: comchest.sg/heartstrings

Donate \$10 and join the 4km fun walk

All are welcome for the carnival and community drumming

Make the jubilee celebration a meaningful one for all including the disadvantaged groups by supporting the charity fun walk. Marking SG50, a special drumming activity will see beneficiaries, corporate volunteers and the community creating rhythms that signify the heartbeat of a caring community.

There will also be a vertical marathon up 57 storeys of the Marina Bay Sands Hotel and a fun-filled carnival at the Event Plaza. Every donation will be matched dollar-for-dollar by the Government under the Care & Share Movement, led by Community Chest.

