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## MEDIA RELEASE

### **Community Chest Heartstrings Walk 2022 unites Singapore to walk as one to support communities in need**

- This year's event comprises the Race to the Sky Vertical Marathon, an evening Charity Fun Walk, as well as a Virtual Walk.
- Heartstrings Walk 2022 is also held in support of the Year of Celebrating SG Families to rally families and friends to bond and support meaningful causes together.
- **About \$2 million** has been raised to date through corporate donations and community involvement.

After a two-year hiatus for in-person events, the Community Chest Heartstrings Walk (Heartstrings Walk) returns for its 11<sup>th</sup> edition in both physical and virtual formats, to galvanise the whole of Singapore to walk as one in support of communities in need in Singapore. The event is also held in support of the Year of Celebrating SG Families, to encourage families and friends to spend a meaningful bonding time together to do good for other families in need.

2 Co-organised with Marina Bay Sands, Heartstrings Walk 2022 comprises two physical segments - the **Race to the Sky Vertical Marathon** and **Charity Fun Walk**, which took place today on 10 September 2022; as well as a **Virtual Walk** which is ongoing from 1 August 2022 till 2 October 2022.

#### ***Race to the Sky with the corporate sector***

3 The corporate community flexed their agility as they took centre stage for the Vertical Marathon event in the morning, with 53 employees from six organisations scaling the 57-storey Marina Bay Sands Hotel Tower 3. The corporate team challenge was flagged off by **Senior Parliamentary Secretary for Social and Family Development and Culture, Community and Youth, Eric Chua**, who also completed the marathon.

#### **Charity Fun Walk**

4 The inaugural Charity Fun Walk, which was held in the evening, gathered more than **3,300 participants** including members of the public, organisations and social service users. To build inclusiveness among the community, people of all ages and abilities were encouraged to join this segment. The Charity Fun Walk was attended by Guest-of-Honour **Deputy Prime Minister and Coordinating Minister for Economic Policies Heng Swee Keat**; and hosted by **Minister of State for Social and Family Development and Home Affairs Sun Xueling**.

5 Mr Lokman Nur Hakim bin Ithnina, a 37-year-old with Cerebral Palsy, who participated at the Charity Fun Walk with his friends and training officers from the SPD Day Activity Centre, said, "I am happy to bond and build memories with my friends at this event. I am grateful for this event as it allows more people to recognise each person's differences and abilities."

### **Galvanising more Singaporeans to walk, virtually, for good**

6 To further promote the spirit of giving beyond the two physical events, members of the public can also take part in the **Virtual Walk**, which provides participants the convenience to walk at their own pace, preferred location, and time, from now to 2 October 2022. Registration is open until 18 September 2022. Interested participants can sign up at [www.comchest.gov.sg/hsw2022](http://www.comchest.gov.sg/hsw2022).

### **Growing support for social causes among people, private and public sectors**

7 All the proceeds raised through Heartstrings Walk 2022 will be channelled to over 100 social service agencies and more than 200 critical programmes through Community Chest to empower children with special needs and youth-at-risk, adults with disabilities, persons with mental health conditions, and seniors and families in need of assistance

8 Thanks to corporate donations and community involvement, **About \$2 million** has been raised to date through Community Chest Heartstrings Walk 2022.

9 This year, the Community Chest Heartstrings Walk saw the support of 36 corporates who contributed through donations, sponsorships, publicity, as well as rallying staff to do their bit to improve the lives of others in the community. Two such examples are HSBC Singapore and Edrington Singapore, which saw Heartstrings Walk 2022 as an opportunity to improve team bonding while supporting causes close to their hearts. Interest group Towerrunning Association of Singapore also rallied its member community of stair-climbing enthusiasts along with family and friends to support its fundraising campaign for Community Chest.

10 Mr Paul Town, Chief Operating Officer at Marina Bay Sands, said: "Marina Bay Sands is excited to welcome back the physical edition of this year's Community Chest Heartstrings Walk to the Event Plaza. Held in conjunction with the return of Sands for Singapore Charity Festival, the Walk adds a fitting finale to the Festival and enables us to extend our reach to rally more to do good for the community. As co-organiser of the Walk since 2011, we are proud of our long-standing partnership with Community Chest and we hope it inspires corporates and individuals to explore new ways to engage the community in giving back too."

11 To show that everyone can contribute in their own ways, **Mr Chew Sutat**, who was appointed as **Chairman of Community Chest** on 1 August 2022, rallied family and friends to support his fundraising campaign for Heartstrings Walk. In July, Mr Chew went on a trek to Mount Kilimanjaro in Tanzania and set up the fundraising campaign to raise awareness for the Walk.

12 "All of us can do our part to give back. Through the Community Chest Heartstrings Walk 2022, we hope to highlight how it is possible for everyone in the people, public and private sectors to make giving a part of living – it can be as simple as signing up for the Walk or setting up a fundraising campaign with colleagues. Every contribution is invaluable in helping us create a fairer and more inclusive society," said Mr Chew.

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### **About Community Chest**

As the hallmark of care and share, Community Chest has been uniting the community to mobilise resources and raise funds to serve those in need since 1983. Community Chest supports more than 100 social service agencies to meet underserved and critical social needs. As our fundraising and operating costs are covered mainly by Tote Board, 100% of your contributions goes towards empowering the lives of:

- Adults with disabilities
- Children with special needs and youth-at-risk
- Families in need of assistance
- Persons with mental health conditions
- Seniors in need of support

For more information about Community Chest, visit [www.comchest.gov.sg](http://www.comchest.gov.sg).

### **About Year of Celebrating SG Families**

The Ministry of Social and Family Development (MSF) has dedicated 2022 as the **Year of Celebrating SG Families (YCF)**. Fronted by Families for Life, YCF is a whole-of-society movement celebrating the importance of our families. In support of the [Made For Families](#) initiatives, families can look forward to family-friendly events, programmes and resources all year round designed to foster stronger families in our community.

Through YCF, we encourage everyone to build positive relationships with their immediate and extended families by putting the family values - love, care and concern, commitment and respect – into action.

### **About HSBC Singapore**

HSBC Singapore, a partner of Community Chest since 1996, supports diversity and inclusivity at the workplace and in the communities that we serve. Over the years, we have partnered with various social services organisations and supported their employment programmes through charitable donations and volunteerism to improve employability for people with disabilities, special needs and mental health issues. HSBC has pledged donations towards Community Chest and rallied employees to participate at the Community Chest Heartstrings Charity Fun Walk.

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