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## MEDIA RELEASE

### Heartstrings Walk 2018 celebrates 35 years of Community Chest

- *'Reverse route' 4km Fun Walk - a journey back in time to celebrate 35 years of Community Chest bringing the community together to care for those in need*
- *More young social service users empowered to take on different challenges –Metta School sending its largest group of special needs students to join Vertical Marathon alongside Speaker Tan for the first time*

**SINGAPORE, 25 August 2018** – As part of the Community Chest's 35th Anniversary celebrations this year, the Community Chest Heartstrings Walk 2018 will bring about 8,000 participants from the private, people and public sectors together in a showcase of the abilities and strengths of service users, inspiring the next generation to step forward and empower lives.

Co-organised with Marina Bay Sands as part of the 2018 Sands for Singapore Charity Festival, this year's Community Chest Heartstrings Walk features the annual **Race to the Sky Vertical Marathon** where a group of participants will race up 57 storeys of Tower 3 at Marina Bay Sands, a **Family Carnival** at the Event Plaza, and a **'reverse route' 4-km Fun Walk** along the Waterfront Trail at Marina Bay that will be flagged off by Guest-of-Honour, Deputy Prime Minister Mr Teo Chee Hean and joined by Minister for Social and Family Development, Mr Desmond Lee. Speaker of the Singapore Parliament Mr Tan Chuan-Jin, will also be gracing the event in his capacity as Advisor to the National Council of Social Service (NCSS).

The Race to the Sky Vertical Marathon, **that takes place exclusively at Marina Bay Sands**, will have Speaker Tan joining in for the first time in support of social service users taking part in the race. Metta School, a special education school supported by Community Chest, will be sending

its largest group of students to the race to put to test their resilience and determination in overcoming challenges.

In celebration of 35 years of Community Chest, this year's Heartstrings Walk will feature the **first-ever 'reverse route' 4-km Fun Walk** along the scenic route to bring participants on a journey back in time to trace the beginnings of Community Chest, its key initiatives, and its impact on the community. The Family Carnival this year will also feature nostalgic games like hopscotch and tic-tac-toe to engage walkers.

For the first time, members of the public who wish to support Community Chest can use their mobile phones to **scan-and-donate** by looking out for posters with QR codes put up along the Fun Walk. 100% of the donation will go towards **empowering lives of those in need**.

Heartstrings Walk participants will also be encouraged to take a **photo of themselves doing the hand sign of our 35<sup>th</sup> Anniversary logo**, as **Marina Bay Sands will donate S\$35 to Community Chest for every social media post** with the hashtags #2HelpingHands and #SandsforSingapore, , capped at S\$150,000.

Chairman of Community Chest, Mr Phillip Tan shared, "Over the last 35 years, the Community Chest Heartstrings Walk has played a vital role in engaging our wider community to fundraise for our social service users and provided a platform for partnerships between like-minded partners, volunteers and members of the public. To keep up with changing needs in a digital age, we have embraced innovative solutions to fundraise. As we look ahead to the next 35 years of Community Chest, we hope to continue to unite everyone to step forward and empower lives with care."

In the spirit of SG Cares, more corporates have also embraced a holistic corporate giving approach by volunteering more of their time and skills at the Heartstrings Walk over the past few years. These volunteering activities include packing event goodie bags alongside social service users from SPD, acting as special constabulary (security personnel) for the event and befriending service users at the Fun Walk.

Mr George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands, said, "We have been co-organising the Heartstrings Walk with ComChest for eight years and the involvement of our Team Members grows more significant each year. Besides strong staff

participation in the walk, our employees also lend their expertise to help ComChest deliver a successful event. We want to inspire fellow businesses and individuals to join us in taking a more active role in giving back.”

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## **Event Highlights**

### **1. 'Reverse-route' 4km Fun Walk – a nod to 35 years of Community Chest**

- The first-ever 'reverse-route' 4-km Fun Walk along the scenic route around Marina Bay will bring participants on a journey back in time
- The route also seeks to appreciate Community Chest's founders, leaders and partners and how Community Chest will continue to unite the community to fundraise and care for those in need
- Panels highlighting key milestones of Community Chest, will bring participants back in time to look at Community Chest's journey of empowering lives over the past 35 years

### **2. Metta School is sending its largest contingent of students with special needs to participate in the Race to the Sky Vertical Marathon, alongside Speaker Tan Chuan-Jin**

- 5 teams of students with intellectual disabilities or autism from METTA School will scale up 57 storeys in the Vertical Marathon alongside corporate partners. Speaker Tan will be making a guest appearance to join in the race in support of the students for the first time.

### **3. Empowering service users at the Family Carnival**

- Musical stage performances will feature seniors from AMKFSC Community Services. In addition, this year's appreciation tokens to top donors were specially co-created by service users from Metta School and volunteers from Marina Bay Sands.

### **4. Scan and-donate to support Community Chest directly**

- For the first time at Heartstrings Walk, participants can use their mobile phones to donate to Community Chest, simply by scanning QR codes on posters placed along the 4km Fun Walk.
- 100% of all donations from this format, and the registration fee of \$10 for the fun walk, will be fully channelled towards charities supported by Community Chest, empowering the lives of the community in need

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**About Community Chest**

This year marks 35 years since Community Chest first set out to empower lives with care and unite the community in trust, to serve those in need. With the aim to enable every individual to live with dignity within a caring and inclusive society, Community Chest supports about 80 social service organisations to meet underserved, critical social needs. As Community Chest's fundraising and operating costs are covered mainly by Tote Board Group, 100% of your contributions goes towards empowering the lives of:

- Children with special needs and youth-at-risk
- Adults with disabilities
- Families in need
- Vulnerable seniors
- Persons with mental health issues

Find out more at [comchest.sg](http://comchest.sg).

**About SG Cares**

SG Cares is a national movement dedicated to building a more caring and inclusive home for all. The movement invites all who live in Singapore to put values into action through active volunteerism, ground-up efforts and everyday acts of care. It also aims to build capability across various sectors and organisations to grow opportunities for volunteering. By inspiring and supporting one another, we can show the world that we are a nation with a big heart.

[www.sgcares.sg](http://www.sgcares.sg)