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MEDIA RELEASE

COMMUNITY CHEST CHARITY TV SHOW 2018 - FIRST IN SINGAPORE TO DIGITISE FUND-RAISING

- *For the first time, the public can make donations via the DBS PayLah! app, in addition to tele-poll donations*
- *1,200 youth volunteers from 12 institutes of higher learning will step up and do their part in pre-Show island-wide digital fund-raising*

SINGAPORE, 26 April 2018 – The Community Chest Charity TV Show 2018, a highlight event to mark its 35th anniversary this year, will be the first charity TV show in Singapore to leverage digital technology to raise funds. For the first time, the public will be able to make donations to support more than 80 social service organisations under Community Chest via the DBS PayLah!, DBS/POSB digibank or DBS iWealth® mobile apps during the Show.

New DBS PayLah! users can apply the promo code 'COMCHEST35' to get a \$5 credit from DBS. They can then choose to donate this credit to Community Chest to benefit the social service organisations, in addition to the original amount they would like to donate. As the official digital payment partner for the Show, DBS will also match dollar-for-dollar (capped at \$150,000), all donations made via the DBS PayLah! app on the date of the Show on 20 May and its repeat telecast on 27 May.

“As the society evolves, it is important for Community Chest to continually innovate and leverage the latest technologies to enable stronger fund-raising, to support our social service organisations, while keeping the values of our traditional fund-raising platforms such as the charity TV show. Recent surveys with our donors have shown that the Community Chest Charity TV show remains the platform with the highest awareness and outreach of our causes. The tele-poll lines has enabled the public to donate from the comfort of their homes. This move to digitise fund-raising – to include the mobile digital payment gateway for the Show, is in response to a growing segment of donors who want to support us on-the-go. This is where Community Chest, as a connector, catalyses collaboration with private sector partners in the giving ecosystem to enable more people to donate meaningfully to meet social service needs”, says Phillip Tan, Chairman of Community Chest.

In addition, 1,200 youth volunteers from twelve institutes of higher learning (IHLs), including six universities, five polytechnics, and ITE, will help to raise awareness of the social service causes supported by Community Chest and encourage the public to support by making donations via the DBS PayLah! app. These youths have been supporting Community Chest through various charity efforts in their respective campuses over the years, and will be, for the first time uniting in this digital fund-raising effort to join hands in caring for the less privileged.

The Community Chest Charity TV Show 2018 is held in celebration of 35 years of journeying with the community to build a caring and inclusive society. It is also held in support of SG Cares. Besides inspiring the 1,200 youths to step up and contribute, the charity show will showcase founders, leaders and many who have contributed in the past 35 years, as well as performances that exemplify empowerment and inclusivity.

An empowering and inclusive performance

The opening act will be a combined choir comprising 50 students from Community Chest-supported special education schools – Chao Yang School, Canossian School, Grace Orchard School and MINDS Lee Kong Chian Gardens School – as well as over 100 choir members from the mainstream IHLs. Accompanying the choir will be Kelvin Tan Wei Lian (陈伟联), the first Project Superstar winner in 2005, who has visual impairment. The combined choir was trained by Ms Irene Jansen, a vocal coach who sees great potential in students with special needs and endeavours to empower them to find their voice through music and singing.

One of them is 17-year-old Adelyn Koh who was born with Peter Anomaly, a rare eye disease which involves clouding of the cornea, causing blurred vision. Adelyn had gone through numerous corneal transplants and other eye-related operations, including four operations before she turned 1. However, the operations were unsuccessful due to rejection & infection. Since then, Adelyn has only been able to see light and shadows. Despite the challenges she had to go through from a young age, Adelyn remains strong and cheerful. Naturally curious, she was exposed to various activities like the piano, violin, drum and guitar, and she developed an aptitude for singing and composing music.

“I am excited to be able to perform alongside Kelvin Tan, who is like a role model to me. I hope to inspire and encourage others who are going through hardships not to give up through my performance, as well as through my self-composed songs in future”, Adelyn said.

Strong support from local and international celebrities

International artistes Jackie Chan (成龙), Wakin Chau (周华健) and Jonathan Lee (李宗盛) will be making special appearances at the Show. The Show will also feature a performance by overseas artiste Ah Ji Zai (阿吉仔), who has polio. The Show will be hosted by Taiwanese television host and actor, Sam Tseng (曾国城), together with local artistes, Kym Ng (钟琴), Pornsak and Lee Teng (李腾). Mediacorp celebrities Zoe Tay (郑惠玉), Xiang Yun (向云), Romeo Tan (陈罗密欧), Shaun Chen (陈泓宇), Desmond Tan (陈润江) and Elvin Ng (黄俊雄), will also join hands to do their part for charity at the Show.

The live broadcast of the Community Chest Charity TV Show 2018 will be on Channel 8, from 7pm to 10pm, on 20 May 2018 (Sunday). Tele-poll lines for the Show will open from 26 April (Thursday) to 27 May 2018 (Sunday) midnight. From 26 April, the public can call 1900 112 8808 for a \$5 donation, 1900 112 8828 for a \$10 donation, 1900 112 8848 for a \$50 donation, and 1900 112 8868 for a \$100 donation. The DBS PayLah! mobile app will open for digital donations on the date of the Show on 20 May, and its repeat telecast on 27 May.

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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.

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