



A movement supported by over 200 voluntary welfare organisations

Led by



## MEDIA RELEASE

Embargoed until 9.40am on Friday, 7 August 2015

# Over 1800 beneficiaries and caregivers open Jubilee Weekend celebrations at the Community Chest Heartstrings Walk

**Singapore, 05 August 2015** – More than 8,500 people will walk as one for a charitable cause on the first morning of the Jubilee Weekend. For the first time, over 1800 beneficiaries and caregivers from over 60 charities under the Care & Share Movement will be walking together for the kick-off Jubilee event. The beneficiaries comprise youth, families, seniors, and persons with disabilities, who are looking forward to be part of the SG50 celebration. Co-organised with Marina Bay Sands, the **Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats** has a strong community involvement, as this signature event brings together donors, volunteers, beneficiaries and the public to interact in an engaging and inclusive way.

The Guest of Honour, Mr Teo Chee Hean, Deputy Prime Minister and Coordinating Minister for National Security and Minister for Home Affairs; and special guest, Mr Tan Chuan-Jin, Minister for Social and Family Development, will walk with the crowd along the four kilometre trail at Marina Bay. Community Chest has also introduced community drumming for the first time in the Walk. About 300 Community Chest beneficiaries and volunteers have practiced diligently in the past months to drum in unison at the event. Other participants and the public are encouraged to bring along their own percussion instruments, or make them from recycled materials, to add to the rhythm at the end of the walk.

“To mark SG50, a special percussion element has been added to this year’s Community Chest Heartstrings Walk. Beneficiaries, donors, volunteers and the public are coming together to create one rhythm – the SG50 Community Heartbeats. The drumming training and preparation experiences offer our beneficiaries a chance

to be involved in this historic occasion. This is a reflection of our aspiration to be a caring and inclusive country, as we celebrate together as one people for our nation's jubilee," said Dr Ang Seng Bin, Co-Chairman, Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats Organising Committee, and Vice-President, National Council of Social Service.

### **Event Highlights**

- More than 4,600 members of the corporate sector will be participating in the walk, mass drumming and vertical marathon. Partners such as PropNex Realty Pte Ltd, NTUC Fairprice Foundation Ltd and National University of Singapore have not only donated generously to support funding needs of charities under Community Chest, their staff have also volunteered and committed time to practice and drum in unison with the beneficiaries helped by the various charities.
- More than 40 teams of fours, including beneficiaries, will be racing up 57 levels to the Marina Bay Sands SkyPark, in a vertical marathon happening before the mass walk. Among them is 17-year-old Mr Jacky Tan, who has mild intellectual disability and will be attempting his first vertical marathon with his team from Delta Senior School. An experience such as this would inspire beneficiaries to look beyond their challenges to realise their dreams. Jacky's dream is to find full employment after graduation to help support his family.
- Within one month, Community Chest's first crowd-funding effort for the walk raised more than \$38,300 through Crowdtivate, a crowd-funding site powered by partner StarHub.
- The community can now donate to Community Chest, direct from their mobile phones with Dash, Singtel's award winning mobile wallet app. Members of the public can download the Dash App from App Store or Google Play and sign up to enjoy a \$5 welcome bonus until 31 August. To donate, all one needs to do is to log in to the Dash app and enter "7777" to make

contributions of any amount up to S\$999. Donors who have made a donation through the app can redeem a gift at the Dash booth at the Heartstrings Walk carnival.

“We are honoured to partner with Community Chest again this year to co-organise the Heartstrings Walk 2015 as part of our Sands for Singapore Charity Festival. For Marina Bay Sands, we value the opportunity to do good and help better the lives of those in the local community. The Heartstrings Walk is particularly significant this year, as it opens the festivities for the country’s Golden Jubilee Weekend. Most importantly, we are pleased to have helped raised the funds which will go a long way in helping needy families, frail and vulnerable elderly, children with special needs, youth-at-risk and persons with disabilities,” said Mr George Tanasijevich, President and Chief Executive Officer for Marina Bay Sands.

All donations, including the registration fee of \$10, 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.

“We are thankful that Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats has received tremendous support from the community, making the jubilee celebration a meaningful one for all. As a signature event under the Care & Share Movement for SG50, we hope to highlight the spirit of the Movement, to rally our community together to show care and concern for those in need, and to recognise contributions made by voluntary welfare organisations,” said Mr Phillip Tan, Chairman of Community Chest and the Care & Share Movement Steering Committee.

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The programme for the event and map indicating the 4km walk route and the start points for the walk are also appended. For media enquiries, please contact:

Ms Shazliana Heron  
Manager  
National Council of Social Service  
Tel: 6210 2639 / 9844 2775  
Email: [shazliana\\_heron@ncss.gov.sg](mailto:shazliana_heron@ncss.gov.sg)

Mr Brendan Sheares  
Senior Assistant Director  
National Council of Social Service  
Tel: 6210 2638 / 9858 4111  
Email: [brendan\\_sheares@ncss.gov.sg](mailto:brendan_sheares@ncss.gov.sg)

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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 gracefully in the community

To make a difference, visit [comchest.sg](http://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](http://careandshare.sg) or email to [csm@ncss.gov.sg](mailto:csm@ncss.gov.sg).

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Day, 05 August 2015**

**COMMUNITY CHEST HEARTSTRINGS WALK 2015 @ MARINA BAY**  
**-- SG50 Community Heartbeats --**  
**Friday, 07 August 2015**  
**Event Plaza, Marina Bay Sands**

**PROGRAMME**

- 7.00am Flag-off of **'Race to the Sky' Vertical Marathon** by Mr Phillip Tan, Chairman of Community Chest and Mr George Tanasijevich at Marina Bay Sands Hotel Tower 3
- 7.15am **Media Registration**
- 7.50am Arrival of Minister Tan Chuan-Jin at Sands Expo & Convention Centre
- 8.00am Arrival of Guest-of-Honour – Deputy Prime Minister, Mr Teo Chee Hean at Sands Expo & Convention Centre
- 8.10am GOH DPM Teo to Flag-off **Fun Walk**  
DPM Teo and Minister Tan to join the Fun Walk
- 9.40am Speech by Mr George Tanasijevich, President & CEO, MBS  
  
Speech by Dr Ang Seng Bin, Co-Chairman, Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats Organising Committee, and Vice-President, National Council of Social Service
- 9.45am Cheque and token presentation ceremony
- 10.05am Group photo opportunity
- 10.15am Mass Percussion Session
- 10.25am Performance by SAMBIESTA
- 10.45am Vertical Marathon Presentation Ceremony by Mr Tanasijevich
- 10.50am End of Ceremony / Carnival to continue until 11.00am
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## Community Chest Heartstrings Walk Fun Walk Route (with Percussion Village Locations)



### Legend

Walk Route ———

**Sect 1** – Percussion Village (REACH Community Services Society / PropNex Realty)

**Sect 2** – Percussion Village (Students Care Service / Marina Bay Sands)

**Sect 3** – Percussion Village (AWWA Family Service Centre / NTUC FairPrice)

**Sect 4** – Percussion Village (Movement of the Intellectually Disabled of Singapore/ Sembcorp Marine)

**Sect 5** – Percussion Village (Thye Hua Kwan Moral Charities / Xilinx Asia Pacific)

**Sect 6** – Percussion Village (SPD / National University of Singapore)