



For Immediate Release  
**Media Release**

## **SG CARE & SHARE DAY KICK-STARTS VOLUNTEERING FOR SG50**

**The public get to learn new skill, experience volunteering and be connected to charities**

**Singapore, 14 January 2015** – *SG Care & Share Day* is the inaugural volunteering event in the SG50 calendar that serves to kick-start a positive experience for volunteers, beneficiaries and charities alike. A joint collaboration between MediaCorp and Community Chest, *SG Care & Share Day* signifies a new chapter for volunteerism in Singapore, continuing the good work started by the Care & Share @ SG50 Movement, a national fund-raising and volunteerism movement spearheaded by Community Chest for the social service sector to spur donations and volunteerism as part of SG50, and *MediaCorp Cares*, MediaCorp's corporate social responsibility initiative that brings communities together to change lives.

*SG Care & Share Day 2015* will be held on Sunday, 25 January 2015 at the Singapore Sports Hub from 1pm to 5pm. With the involvement of over 20 charities and their beneficiaries, the public can opt to learn a new skill, experience what it is like to be a volunteer, understand more about social causes or just come for an enjoyable afternoon of fun performances featuring heart-warming and energetic performances by volunteers, beneficiaries and popular MediaCorp TV and Radio personalities. There will also be hands-on activities conducted by the charities which the public can sign up for, such as learning a dialect, floral arrangements, arts and craft and using Braille to make products like name cards and drawings.

Mr Chang Long Jong, Deputy Chief Executive Officer, MediaCorp, said, "SG Care & Share Day creates a space for people who want to do volunteer work to come together with those who benefit from the help of volunteers. At the end of the day, we think people will come away with new skills that make volunteering fun and impactful."



“2014 has been a busy year for Community Chest and the participating charities to raise as much funds and engage as many volunteers as possible. To ride on this momentum, we are very happy to partner MediaCorp on a new chapter to continue the good work. With greater interaction and understanding, I believe we can all step up to play a more active role in helping the less fortunate. I urge more Singaporeans to continue giving your time and talent. The most meaningful way to celebrate the nation’s success will be to start volunteering regularly in SG50,” said Mr Phillip Tan, Chairman of Community Chest and the Care & Share @ SG50 Movement Steering Committee.

*SG Care & Share Day* is planned as an annual event and aspires to be THE volunteer event for Singaporeans and Singapore residents, with the biggest gathering of beneficiaries, volunteers and members of the public in one venue. Join us for a fun-filled and meaningful afternoon, along with an expected turnout of some 2,000 participants at the inaugural volunteering event in the SG50 calendar.

To sign up for the activities and for more information on *SG Care & Share Day*, please visit [www.sgcareandshareday.sg](http://www.sgcareandshareday.sg).

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Media Contact

Ms Chew Kia Huey  
National Council of Social Service  
Tel: 6210 2606 / 9021 0673  
Email: [chew\\_kia\\_huey@ncss.gov.sg](mailto:chew_kia_huey@ncss.gov.sg)

Yeong Lai Lai  
MediaCorp Pte Ltd  
Tel: 6350 3945  
Email: [yeonglailai@mediacorp.com.sg](mailto:yeonglailai@mediacorp.com.sg)

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## **About MediaCorp**

MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media.

It pioneered the development of Singapore's broadcasting industry, with the broadcast of Radio in 1936 and Television in 1963. Today, MediaCorp has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to all adults in Singapore every week.

Initiatives in the new digital space include Internet TV-on-demand, High Definition TV broadcast and Over-the-Top (OTT) interactive services.

Beyond Singapore, MediaCorp is an active regional player through co-productions in TV dramas and movies, magazines publishing, as well as Channel NewsAsia International, one of the first Asian-owned English news channels.

Our financial and strategic relationship in the region includes International Media Corporation in Vietnam, which was set up to develop and produce television entertainment and economic news content. MediaCorp also has a stake in Singapore-based retail firm Reebonz, one of the region's fastest growing luxury online retailers and a majority stake in Cubinet Interactive, a Malaysian digital games publisher.

Winner of numerous international awards and accolades including Asian Television Awards' Terrestrial Broadcaster of the Year, MediaCorp's mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

For more information, please visit [mediacorp.sg](http://mediacorp.sg).

## **About Community Chest**

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes it supports. Community Chest ensures that fund-raising and other operating costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as [comchest.sg](http://comchest.sg) and [www.vpost.com.sg](http://www.vpost.com.sg), through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines and iNETS Kiosks across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's monthly workplace giving programme "SHARE", where employees make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments. Follow Community Chest on Facebook ([www.facebook.com/comchest](http://www.facebook.com/comchest)), Instagram ([www.instagram.com/comchestsg](http://www.instagram.com/comchestsg)) and Twitter ([www.twitter.com/comchestsg](http://www.twitter.com/comchestsg)).



### **Care & Share Movement**

Care & Share is a national fund-raising and volunteerism movement led by Community Chest for the social service sector, as Singapore approaches our 50<sup>th</sup> year of independence in 2015. It aims to bring our nation together to show care and concern for the needy and recognise the contributions made by voluntary welfare organisations (VWOs). Eligible donations raised by Community Chest and participating VWOs from now till 31 December 2014 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 our webpage at [www.careandshare.sg](http://www.careandshare.sg) or email to [csm@ncss.gov.sg](mailto:csm@ncss.gov.sg).

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**SG Care & Share Day  
Programme**

Date : 25 January 2015 (Sunday)  
Time : 1pm – 5pm  
Venue : Singapore Sports Hub (OCBC Square)

1pm	Start of public hands-on activities and stage performances
3.15pm	Arrival of Minister for Social and Family Development, Mr Chan Chun Sing
3.30pm	Arrival of Guest-of-Honour (GOH), Deputy Prime Minister Teo Chee Hean
3.35pm	GOH to tour the activity centres and booths by charities
4pm	GOH to be seated
4.10pm	Speech by GOH
4.15pm	MediaCorp artiste showcase
5pm	End of programme