



PRESS RELEASE

10 December 2007

YOUTH VOLUNTEERS TO RALLY PUBLIC SUPPORT FOR SINGAPORE 2010 YOUTH OLYMPIC GAMES BID

Some 80 youth volunteers will be at Singapore's largest retail mall this weekend (15 and 16 December 2007) to distribute free car decals in support for the nation's bid to host the inaugural Youth Olympic Games (YOG) in 2010.

Organised by non-profit group CityCare, the event aims to rally the local community to lend support for Singapore's bid, which pits the country against the other four shortlisted candidates - Athens, Bangkok, Moscow and Turin.

Working in pairs at various car park lobbies in VivoCity from 12.00pm to 3.30pm and from 4.30pm to 8.00pm on Saturday and Sunday, the youth volunteers will offer to help shoppers paste the decals – bearing the “We Support Singapore 2010” tagline - as they retrieve their vehicles in the multi-story car park.

Besides giving out the car decals, CityCare volunteers will also be “roaming” on the first and second levels of the mall, enthusing shoppers to pledge their support for the bid by penning down well wishes for Singapore. These messages will be transferred onto a display banner, which will be showcased at the Pop and Talent Hub (PaTH) Market, an arts and craft bazaar at VivoCity for less-advantaged artistes.

More than 4,000 car decals are expected to be given out over the two days, and CityCare hopes to collect at least 800 well wishes. Limited number of car decals will also be made available at selected 77th Street, Spectacle Hut and V.Hive outlets.

CityCare is pleased to invite your reporter and photographer to cover the CityCare Singapore 2010 YOG Bid car decal distribution on **Saturday, 15 December 2007, 1.00pm to 3.00pm at VivoCity**. There will also be photo and interview opportunities with organizers, volunteers and partners.

For media enquiries and attendance, please contact:

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About CityCare

CityCare was birthed out of a vision of a group of professionals who wanted to see social transformation in Singapore. It hopes to forge synergistic partnerships, linking schools and businesses with social services and causes through strategic philanthropy.

Since its inception in January 2007 and as of 30 November this year, CityCare has led 33 community involvement programmes, conducted its training courses in 16 schools, collaborated on social projects with 5 corporate partners and served 17 voluntary welfare organisations. It has touched the lives of 1,376 beneficiaries.

More information on CityCare can be obtained from www.citycare.org.sg .