



PRESS RELEASE

18 December 2007

SINGAPORE'S LARGEST FLEET OF CABS SHOW SUPPORT FOR SINGAPORE 2010 YOUTH OLYMPIC GAMES BID

Non-profit group CityCare and its youth volunteers will once again be in action to rally support for Singapore's bid to host the inaugural Youth Olympic Games (YOG) in 2010. This time round, they have roped in the country's largest cab operator – Comfort DelGro, which owns the Comfort, Citicab and Yellow Top fleets.

A total of 15,000 decals bearing the "We Support Singapore 2010" tagline will be given out to all Comfort DelGro cabs, as part of an overall plan to raise the public profile of the bid, as well as provide an opportunity for youths to volunteer themselves for a national cause and showcase their passion for sports and the YOG.

About 15 youth volunteers will be stationed at five of Comfort DelGro's diesel kiosks this Friday (21 December 2007) to help cab drivers paste the decals onto their vehicles. The decals are designed and produced jointly by CityCare and a network of collaborators including 77th Street, Spectacle Hut, Fuji Xerox and V.Hive.

Eugene Quek, 21, a National University of Singapore undergraduate who volunteered with CityCare at its first distribution exercise at VivoCity this past weekend, said, "I think the YOG is a very good cause to volunteer for. It will really expand our country's sporting scene and provide international exposure for our youths".

The youth volunteers from CityCare will be giving out 100 decals at each kiosk, on a first-come-first-served basis. Comfort DelGro will distribute the remaining decals to its drivers separately. The decals will also be made available at all 77th Street, Spectacle Hut and V.Hive outlets.

CityCare is pleased to invite your reporter and photographer to cover the CityCare –Comfort DelGro joint effort to support Singapore 2010 YOG bid at Comfort DelGro:

Date: Friday, 21 December

Time: 3.00 pm to 4.00 pm

Venue: Braddell Diesel Kiosk, SBS Transit Depot
205 Braddell Road

There will be photo and interview opportunities with the organizers and volunteers.

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For media enquiries and attendance, please contact:

VERONICA TANG (MS)

Manager (Marketing Communications)

Tel: 6535 6733

HP: 9070 4285

Email: veronicatang@citycare.org.sg

YUE KAY BOON (MR)

Project Manager

Tel: 6535 6733

HP: 9339 2640

Email: kayboon@citycare.org.sg

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.



CITYCARE FACT SHEET

CityCare was birthed out of the vision of a group of professionals who wanted to see social transformation in Singapore. They conceptualised the New Singaporean values and designed the curriculum to educate volunteers and to ignite the passion of volunteerism in them. CityCare believes that volunteers must move beyond just lending a helping hand to helping from the heart. Only then would they become social change-agent and life-long volunteers.

To this end, CityCare has designed 4 series of experiential learning programmes, The NEW SINGAPOREAN, The Leader in You, The BIG IDEA and DARE, to educate, encourage and empower the volunteers.

The NEW SINGAPOREAN is CityCare's 10-lesson programme designed to nurture active citizens to serve community with not just a helping hand, but a loving heart.

S– Socially Responsible
I – Innovative
N – Nett Giver
G- Globalized
A – Attuned
P – Problem Solving
O – Opportunity Seeking
R – Resilient
E – Educated
A – Adaptable
N – Nation Conscious

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