



Media Release

CSR Movement 09 - Community Project Series

- **Promoting awareness on Corporate Social Responsibility (CSR) through 15 corporations' contributions towards the community.**
- **Providing opportunities for corporate volunteers to make a difference in the lives of the underprivileged.**

Singapore, 21-23 August 2009—*CityCare*, a not-for-profit organisation, will be organising a three-day programme to create public awareness on CSR values and encourage a culture of embracing CSR in the participating organizations. We seek to promote the idea that companies and their employees can give back to the community, particularly in the area of making a difference in the lives of the underprivileged.

CSR Movement 09—Community Project Series will bring 15 corporations together to play their part for the community by participating in five projects over the three days to benefit more than 400 beneficiaries in Singapore, including the disadvantaged children from Gracehaven and Club Rainbow, the hearing-impaired youth from the Singapore Association for the Deaf, needy elderly from AWWA Community Home for Senior Citizens, Jamiyah Home for the Aged and Sunlove Marsiling, and low-income families helped by Bukit Ho Swee Family Service Centre (FSC).

The 3-day programme is fully sponsored and supported by various corporations. Beyond making monetary contributions, CSR Movement '09 also brings together the combined efforts of more than 120 corporate volunteers. Employees of the participating corporations will be actively involved in the projects as they volunteer their time, efforts and expertise. They will teach IT skills to the children, give makeovers to the hearing impaired youth, conduct free health and dental checks for the low-income families, as well as dance waltz and shop for groceries with the needy elderly. Despite the economic recession, the spirit of giving and volunteerism is still evident amongst the corporations. We hope that through this programme, the public becomes more aware of the social impact and significance of Corporate Social Responsibility, that corporations can be major players in the community scene in Singapore.

Corporations sponsoring the programme are:

Main Sponsors: Maybank (Singapore)
Lee Foundation
Tat's IT Solutions

Participating Sponsors: Canaan Dental Surgery
Dayspring Medical Clinic
Black Box Photography
Corporate i Pte Ltd
Miss VonJo

Singapore Compact is our Supporting Partner for the CSR Movement 09.

We hope to invite you to cover this event held at various locations from **21-23 August 2009**.
Programme of the five projects is as follows:

i. 'My Storyboard'—Training Disadvantaged Children in IT Skills

*21 August, Friday, 3 – 5 p.m.
Gracehaven, Salvation Army, Lorong Napiri*

Employees from Tat's IT Solutions will build an IT corner for the disadvantaged children, as well as teaching the children IT and PowerPoint skills so that they can draft their own stories on the PowerPoint slides.

ii. 'Waltz for All'—Dancing with Needy Elderly

*21 August, Friday, 7 – 9 p.m.
Sunny Low Dance Studio, The Riverwalk*

30 staff from Maybank will be involved in creating a memorable experience for the needy elderly as they learn the Waltz together from one of the top dance instructors in town.

iii. 'Body Matters'—Free Health and Dental Checks for Low Income Families

*22 August, Saturday, 9 a.m. – 1 p.m.
Bukit Ho Swee Family Service Centre*

Doctors from Canaan Dental Surgery and Dayspring Medical Clinic will give free health and dental checks to more than 180 members of low-income families referred by Bukit Ho Swee Family Service Centre.

iv. 'Picture Perfect'—Grooming and Image Consulting for the Hearing-Impaired

*22 August, Saturday, 1 – 5 p.m.
Black Box Photography Studio, Orchard Towers*

Free grooming and image consulting will be provided to the hearing-impaired youth. Image consultants will shop with these youth to put together an outfit just for them.

Moreover, the youth will be able to keep their specially selected pieces. To complete their makeover, the youth will get their hair and make-up done by industry experts, and they get to keep their memories with professionally shot photos.

v. 'Shopping Spree'—Grocery Shopping with Needy Elderly

*23 August, Sunday, 10 a.m. – 1 p.m.
Giant Supermarket, Tampines*

50 Maybank staff will be paired up with the needy elderly to take them out for a shopping experience at Giant Supermarket. Each elderly will receive free groceries worth up to \$50 budget.

About CityCare

CityCare is a not-for-profit organisation that believes in helping people to help others. We aim to effect positive transformation in society by developing active citizens with a heart for the community.

By means of education, encouragement and empowerment, *CityCare* provides volunteering opportunities for organisations and individuals to genuinely care and demonstrate social responsibility toward the good of the community. These are done through programmes based on youth volunteerism and corporate philanthropy.

For Media Enquiries, please contact:

Lin Shushan (Ms)
Senior Executive (Corporate Relations)
Hp: 9687-8554
E-mail: shushan@citycare.org.sg