



PRESS RELEASE

21 December 2007

80 YOUTHS FROM DIFFERENT SCHOOLS RALLIED TOGETHER TO GARNER SUPPORT FOR SINGAPORE 2010 YOUTH OLYMPIC GAMES BID

Some eighty youth volunteers from different schools and institutions got together at various locations this week to garner public and corporate support for the nation's bid to host the inaugural Youth Olympic Games (YOG) in 2010.

Organised by non-profit volunteer group CityCare and supported by network of collaborators including 77th Street, Spectacle Hut, Fuji Xerox and V.Hive, more than 20,000 car decals bearing the "We Support Singapore 2010" tagline were given out as part of an overall plan to raise the 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.

Last weekend (15 – 16 December) at VivoCity, the youth volunteers not only helped shoppers paste the decals onto their vehicles, but also collected over 800 well-wishes for the country's bid. These messages would be transferred onto a display banner, to be showcased at the Pop and Talent Hub (PaTH) Market, a social enterprise talent development platform at VivoCity level 3 for both special and creative artistes.

"It was very difficult at first, because most shoppers thought we were selling something," recalled Siti Hanisah, a 15-year-old volunteer from Fajar Secondary. "But after explaining it's something they can do to support the country, many of them became receptive and wanted the decals. My confidence to approach the shoppers started to grow from there."

CityCare and its youth volunteers were in action again on Friday (21 December), this time round helping to paste the decals onto cabs operated by Comfort DelGro, which manages the 15,000 cabs under the Comfort, Citicab and Yellow Top brands.

Some 500 decals were given on a first-come-first-served basis at five of Comfort DelGro's diesel kiosks, and the operator will distribute the remaining decals to its drivers separately.

Eugene Quek, 21, a National University of Singapore undergraduate who volunteered with CityCare at its first distribution exercise at VivoCity, remarked, "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 decals are also available at all 77th Street, Spectacle Hut and V.Hive outlets.

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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



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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