



## Media Release

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### **CityCare to Raise S\$500,000 in Charity Art Event in Aid of Sichuan Earthquake Victims**

- **Major effort to raise funds for the rebuilding of education facilities and humanitarian aid**
- **Featuring art works by Sichuan artists and disaster victims**
- **Proceeds to benefit primary school children directly affected by the disaster**

**Singapore, 21 July 2008** – CityCare Limited, a not-for-profit organisation, will be organising a charity art event titled “Unshakable China – One People, One Spirit” to raise S\$500,000 for the benefit of primary school students who have been displaced and scarred by the earthquake in Sichuan.

The Sichuan Foundation for Poverty Alleviation will be helping to receive the funds on behalf of the beneficiaries and later disburse them to the following 3 projects:

- Rebuilding of a primary school building and its facilities.
- Family financial aid program
- Scholarship programs for tertiary students

The event will be a charity auction-cum-sale of 20 art works (auction) and 80 art works (sale) to be held from 1 to 3 August at The Luxe Art Museum.

The highlight of this auction-cum-sale will be the presence of an 11-year-old victim who was trapped among the rubble for days before being rescued. She will be sharing her plight of being pinned down by tons of fallen concrete with no light, food, and seemingly no hope. An amateur artist herself, she will be introducing a few drawings specially done by her. Also featured will be seven pieces of drawings by another student who was crushed to death by falling rubble.

The event will also bring to light the suffering and plight of the victims – those who were killed by the disaster, and more importantly, those who have to live with their losses. Their determination to rebuild their lives and to 'stand tall', will be a model for many Singaporeans.

According to the director of CityCare Limited, Victor Lim, "The rebuilding process is massive. About 7,500 schools have been destroyed. Although our effort is miniscule in view of the larger situation, it is a small step towards the normalisation of lives in Sichuan."

Although the disaster occurred about 2 months ago, efforts to repair and rebuild lives are still on-going. Through relief work being volunteered by its patron, SUN Ho, an international pop artiste, CityCare has been actively involved in the donation of tents, food, and family financial aid programmes. CityCare also took the opportunity to partner Sichuan Foundation for Poverty Alleviation to organise the charity art event in Singapore. The objective of the event is to raise funds through an auction and sale of art works done by Chinese artists and quake victims to help in the work to rebuild the lives of the survivors.

“It is our hope that through this event, fellow Singaporeans can get to understand the hardship that a very determined people have to go through. Furthermore, we would also like to let the victims of Sichuan know that they are not alone in their distress” says Victor.

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### **About CityCare**

CityCare Limited 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 towards the good of the community. These are done through programmes based on youth volunteerism and corporate philanthropy.

### **About Sun Ho, Patron of CityCare**

SUN Ho, the patron of CityCare Limited is an international artiste popular in the US, UK, and Asia. Since establishing her singing career in April 2002, SUN Ho has used her fame to help and improve the lives of her listeners.

SUN’s humanitarian works in China has impacted thousands of lives through the building of schools. In May 2008, SUN Ho donated to the disaster relief work and personally visited victims of the 5/12 earthquake in Sichuan Province.

Through Sun Ho’s relief work, CityCare Limited has the opportunity to partner Sichuan Foundation for Poverty Alleviation to organise a charity art event in Singapore. The objective of the event is to raise funds through an auction and sale of art works done by Chinese artists and quake victims to help in the work to rebuild the lives of the survivors.

## **About Sichuan Foundation for Poverty Alleviation**

Sichuan Foundation of Poverty Alleviation (SFPA) was officially founded in 1992 and is supported by the Sichuan central and people's government. Together with a group of senior comrades and a retired leader, SFPA programs attract many youth to participate and contribute. The objective of SFPA is to assist the Sichuan government in managing and developing the poorer counties, cities and areas in Sichuan. For the last 14 years under the leadership and support of the government and various leaders, SFPA effectively raised 1 Billion RMB locally and internationally.

Together with the government and different organizations, groups and individuals, commendable results have been achieved in the area of culture, education and health.

### **Issued on behalf CityCare Limited**

By Kaiiten Communications Pte Ltd

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## **APPENDIX A: PROPOSED SICHUAN ART EXHIBITION PROGRAM OUTLINE**

31 July – 3 August '08

### **Day 1 (31 July, Thursday): Preview**

<u>Timing</u>	<u>Event</u>
5:00pm - 6:00pm	Press to interview 2-3 artists from Sichuan
6:00pm – 6:45pm	Cocktail & light refreshment provided
6:45pm – 9:00pm	Preview

### **Day 2 (1 August, Friday): Normal public viewing**

<u>Timing</u>	<u>Event</u>
11:00am - 9:00pm	Public sales

### **Day 3 (2 August, Saturday): Charity Auction**

<u>Timing</u>	<u>Event</u>
3:00pm - 3:30pm	GOH to grace the event
3:30pm – 4:00pm	Tour for GOH & Cocktail
4:00pm – 6:00pm	Auction

### **Day 4 (3 August, Sunday): Normal public viewing**

<u>Timing</u>	<u>Event</u>
11:00am - 9:00pm	Public sales