

EMBARGOED UNTIL 22 JAN 11:30AM



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**MEDIA ADVISORY "" MEDIA ADVISORY "" MEDIA ADVISORY "" MEDIA ADVISORY**

***\*To be embargoed until 22 Jan, 11:30am***

20 January 2022

To News Editor

**COMMITTED VOLUNTEERS GO THE EXTRA MILE TO SUPPORT THE  
NEEDY IN NORTH WEST DISTRICT**

1,200 volunteers from North West CDC's corporate and community network step up to provide better support and care to residents living in rental flats

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The hallmark of **WeCare @ North West – Service Weeks**, North West Community Development Council (CDC)'s annual flagship programme, is the selfless contributions by the CDC's returning partners who volunteer their time and effort year after year. City Development Limited (CDL), a long-standing partner supporting the vulnerable residents in Limbang Division since 2016, exemplifies the strong community spirit and culture of giving back. Determined to do more in 2022 to serve the needy in the community, CDL will be providing home improvement items to meet pressing daily needs, including rice cookers, standing fans and other furniture items to nine households. In December 2021, CDL also championed two meaningful initiatives, a Grant-A-Wish programme to fulfil festive wishes of Children living in Limbang, as well as a Gift-A-Voucher initiative to encourage donations of \$20 supermarket vouchers for all residents of rental units in Limbang.

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2           **Mr Chia Ngiang Hong, CDL Group General Manager**, says, “Through the City Sunshine Club campaigns, we hope to inspire and motivate our employees to engage in active volunteerism and join us in contributing to meaningful causes. We are humbled by the fulfilling opportunity during Service Weeks to interact with the Limbang community and bring cheer to the many low-income families during this festive season. CDL’s long-standing partnership with NWCDC for distribution events kickstarted in 2016 and since then, CDL employees have reached out to the needy families with the contribution and distribution of essential items every year.”

3           Joining the distribution efforts at Limbang Division on Saturday, 22 January 2022 as Guest-of-Honour, **Mr Lawrence Wong, Minister for Finance and Adviser to Marsiling-Yew Tee GRC Grassroots Organisations** says, “WeCare @ North West – Service Weeks has become a regular feature in our Limbang community outreach. I’m heartened to see the CDC and CDL come together in contributing resources to provide more support to the vulnerable residents. Their regular contribution over the years have forged a strong bond with our residents, who look forward to their presence every year.” He will be accompanied by corporate volunteers from CDL and youth volunteers from North West Youth Assembly in distributing 315 festive packs to Limbang residents, which includes an additional packet of 5kg rice contributed by the Limbang Grassroots Organisations (*See Annex A for detailed media programme*).

4           The Service Weeks 2022 campaign is currently at the midway mark. On 22 January 2022, the second weekend of Service Weeks, several corporate and community partners will also be contributing home improvement items at various sites. Aside from CDL, another corporate partner which is going the extra mile is Malayan Daching Co Pte Ltd. The company will be providing home improvement items ranging from furniture to electric appliances such as washing machine and refrigerator for 15 households at Marsiling Division. They have supported nearly 96 households for home improvement services since 2016. Master Contract Services Pte Ltd, which will be participating for the eighth time, will also be providing more care and support to residents of Chong Pang Division. They have helped 63 households with \$20,000 worth of painting services, household appliances and furniture since 2015. The company is also a donor of CDC’s **Club-100 @ North West** programme.

5           This year, CDL, Malayan Daching Co Pte Ltd and Master Contract Services Pte Ltd are among over 1,200 volunteers from 60 corporate and

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community agencies who have partnered the North West CDC to spread festive cheer to over 20,000 residents living in the public rental units in the North West District. Tapping on the CDC as a strategic partner, which has established extensive networks with residents in the District, many partners have been able to contribute beyond the traditional distribution in Service Weeks. More partners are coming up with new initiatives to provide more support for the vulnerable community. Some companies participating in Service Weeks 2022 will provide home improvement items and services, while others supported with additional products such as vitamins, vouchers, and hygiene products. The campaign was officially launched on 15 January 2022 at Ulu Pandan Division.

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### **Media Invitation**

Media is invited to **WeCare @ North West – Service Weeks** at Limbang Division on 22 January 2022. Media doorstops with the spokespersons who are present on-site, including Minister Lawrence Wong, corporate volunteers, and residents of the public rental units, could be arranged. See below for details of the media site.

### **WeCare @ North West – Service Weeks (Limbang)**

**Date : Saturday, 22 January 2022**

**Media arrival : 11am**

**Venue : Block 537 Choa Chu Kang Street 51 S680537**

**GOH : Mr Lawrence Wong, Minister for Finance and Adviser to Marsiling-Yew Tee GRC Grassroots Organisations (Limbang)**

### **Requirements due to Covid-19**

1. All media are required to complete a self-administered ART test before arriving at the distribution site, and work with CDC staff to take your temperature on-site and complete a self-declaration form.
2. All media are required to use TraceTogether (either app or token) through the course of distribution.
3. All media should keep a safe distance of 1 metre from the resident, wear a face mask and frequently sanitise hands.
4. All media are to be accompanied by staff from the CDC Corporate Communications team for all media activities.

### **Contact Persons for Media**

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**Enclosed:**

- 1) Annex A - Programme for WeCare @ North West – Service Weeks’ Media Site (Limbang)
- 2) Annex B – Media FAQs
- 3) Annex C – Fact Sheet on Club-100 @ North West

**About North West Community Development Council (CDC)**

The Community Development Councils (CDCs) were established to build a tightly knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore’s social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We strive to align our activities and efforts with our mission:

**(a) Assisting the needy**

To help the less fortunate through local assistance programmes

**(b) Bonding the people**

To bond the community through projects & programmes to bring them closer to one another

**(c) Connecting the community**

To develop strategic partnerships with corporate and community partners to better serve our residents

The North West District comprises Holland-Bukit Timah GRC, Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC and Bukit Panjang SMC.

**Launch of WeCare @ North West – Service Weeks (Limbang)**

**Saturday, 22 January 2022 at  
Blk 537 Choa Chu Kang St 51 S680537**

**MEDIA PROGRAMME**

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<b>Time</b>	<b>Programme</b>
11:00am	Media arrival
11:45am	Arrival of GOH Mr Lawrence Wong Minster for Finance Adviser to Marsiling-Yew Tee GRC Grassroots Organisations (Limbang)
11:50am	Short Address by Mr Lawrence Wong & Group Photo
11:55am	Start of Distribution by GOH
12:25pm	End of Distribution by GOH
12:30pm	Media Doorstop (on request)
12:35pm	End of Programme