

EMBARGOED UNTIL 29 JAN 3PM



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MEDIA ADVISORY "" MEDIA ADVISORY "" MEDIA ADVISORY "" MEDIA ADVISORY

27 January 2022

To News Editor

WIDER SELECTION OF NECESSITIES FOR NEEDY RESIDENTS

Over 280 residents living in Woodlands rental flats to choose 12 items
contributed by partners

For the first time under the **WeCare @ North West – Service Weeks** programme, residents will be able to personally shop for their preferred items at a community minimart, instead of receiving a Festive Pack delivered by volunteers. The tweak in delivery method for the Festive Packs is the outcome of a collaboration between the North West Community Development Council (CDC) and Woodlands Grassroots Organisation (GRO), to provide more convenience and choice to residents. Due to the greater flexibility in the distribution, Woodlands residents can select from a wider selection ranging from cereals and snacks to breakfast spreads to frozen food products at the store. In addition to selecting 12 food necessities, residents will also receive three types of vitamin products sponsored by CDC’s corporate partner, Guardian.

2 Joining the distribution efforts at Woodlands Division on Saturday, 29 January 2022 as Guest-of-Honour, **Ms Mariam Jaafar, Adviser to Sembawang GRC Grassroots Organisations** says, “It’s wonderful to see the community come together to provide support for the residents under our care

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ahead of the Lunar New Year. Working with the north West CDC to integrate the Service Weeks model with our community store, Store@Woodlands, will give our residents even more choices to select the food items they need to whip up healthier meals at home during this festive season.”

2 North West CDC’s volunteers have once again come out in full force to support the modified method of distributing the CDC’s Festive Packs. 10 volunteers from Select Group Pte Ltd and 5 volunteers from the North West Youth Assembly will be helping to stock up the minimart with the 11 items prepared by the CDC and its corporate sponsor. In addition, the volunteers will also guide residents on the selection and assist to bring up the items to residents who require more support.

3 Over the final weekend of Service Weeks, the CDC expects to reach over 1,800 households across five Divisions – Admiralty, Nee Soon East, Sembawang West, Woodgrove and Woodlands. Wrapping up the North West CDC’s annual flagship programme, **Mayor of the North West, Mr Alex Yam** says “Service Weeks is CDC’s staple programme, which we have run since 2014. While we have made constant enhancements over the years, we are still exploring new and innovative ways to serve the residents better. Following this edition, the CDC is looking to conduct more runs of Service Weeks and provide support in other necessities beyond food items.”

4 The three-week long Service Weeks campaign has provided much relief to nearly 22,000 residents across 14 North West Divisions with enhanced festive packs as well as additional support from partners. Despite the pandemic, some 1,200 corporate and community partners have rallied together to contribute their time and resources to provide more avenues of support, including allowing residents to customise their festive packs, and topping up additional home improvement items and vouchers to help residents in need.

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Media Invitation

Media is invited to **WeCare @ North West – Service Weeks** at Woodlands Division on 29 January 2022. Media doorstops with the spokespersons who are present on-site, including Ms Mariam Jaafar, corporate and community volunteers, and residents of the public rental units, could be arranged. See below for details of the media site.

WeCare @ North West – Service Weeks (Woodlands)

Date : Saturday, 29 January 2022

Media arrival : 2:00pm

Venue : Blk 852 Woodlands Street 83 Singapore 730852

GOH : Ms Mariam Jaafar, Adviser to Sembawang GRC
Grassroots Organisations (Woodlands)

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 (Woodlands)
- 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.

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Annex A

Launch of WeCare @ North West – Service Weeks (Woodlands)

**Saturday, 29 January 2022 at
Blk 852 Woodlands Street 83 Singapore 730852**

MEDIA PROGRAMME

Time	Programme
2pm	Media arrival
3:00pm	Arrival of Grassroots Adviser Ms Mariam Jaafar
3:05pm	Short Address by Ms Mariam Jaafar & Group Photo
3:15pm	GOH to join volunteers at Store
3:30pm	Media Doorstop (on request)
3.45pm	End of Programme