

EMBARGOED UNTIL 15 JAN 3PM



900 South Woodlands Drive
#06-01 Woodlands Civic Centre Singapore 730900
Tel: 6248 5566 Fax: 6219 1176

MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY

15 January 2022

To News Editor

**7,300 VULNERABLE FAMILIES TO RECEIVE ENHANCED
SUPPORT TO EASE HARDSHIPS**

North West CDC doubles efforts to implement more distribution drives in
2022 to help vulnerable residents

Residents in public rental flats in the North West District who have been used to receiving festive packs comprising food items for the last eight years, can look forward to enhanced support in 2022. At the upcoming ninth edition of the **WeCare @ North West - Service Weeks** – the CDC’s annual flagship programme – residents will benefit from an upsized festive pack which will include vitamin products on top of 12 healthier choice food necessities. Those living in participating Divisions will also be able to customise their own packs, either by choosing items via an online form, or by personally selecting them at a physical store. Beyond the January edition, the CDC is also rallying more corporate partners to support more frequent distribution drives, with the aim of providing more support to residents to meet other urgent needs beyond food. Aside from topping up all festive packs with 3 vitamin products, Guardian has also committed to partnering the CDC on a separate distribution drive in the coming months, focusing on health and hygiene items, which will be particularly timely and useful for residents.

EMBARGOED UNTIL 15 JAN 3PM

2 The three week-long campaign will be officially launched on 15 January 2022 at the Ulu Pandan Division, where Adviser to Holland-Bukit Timah GRC Grassroots Organisations (Ulu Pandan), Mr Christopher de Souza will be guest-of-honour, and be joined by Mayor of North West District Mr Alex Yam, who would play host. They will join corporate volunteers from Bigfoot Logistics Pte Ltd, Singapore Airlines Ltd and Sunray Woodcraft Construction Pte Ltd, in distributing 500 festive packs to the residents (*See Annex A for detailed media programme*). Speaking about the CDC's role in connecting volunteers to the immediate needs in the community, **Mayor Mr Alex Yam** says, "WeCare @ North West - Service Weeks is only possible because we have staunchly committed and passionate volunteers from corporate and community partners. Every year, many of them not only proactively return to offer their service to the community, but also ask how they can do more to help. Their actions display the spirit of giving back, which the CDC has been championing as part of its Vision to build a caring North West community."

3 This year, corporate partners have stepped forward in a big way despite the pandemic. Seven corporate partners have committed to support vulnerable residents with home improvement items. One such corporate is long-time partner, Bigfoot Logistics Pte Ltd, who will be providing 16 families in the Ulu Pandan Division with home improvement items and rendering their services to install certain household items. **Mr Sanny, Group CEO of Big-Foot Group of Companies** believes that it is the responsibility of Bigfoot as a corporate to give back to society. "Bigfoot employees and management are very passionate to reach out and assist in whichever ways we can, to support the needy. Participating in Service Weeks has not only enabled us to make a difference, but also gives us a sense of motivation to continue making meaningful contributions in the community."

4 Overall, 68 home improvements will be provided to selected residents in 6 Divisions - Chong Pang, Limbang, Marsiling, Nee Soon South, Sembawang Central and Ulu Pandan. One of the beneficiaries, an Ulu Pandan resident, **Mdm Suffilah, 42**, is appreciative of the support that she will receive from the CDC and its corporate partners. As the primary caregiver of her two children ages 6 and 16, she is unable to work full-time, leaving her husband to be the sole breadwinner of the family. Financial stability has been an issue for the family as they rely on the remuneration her husband gets on a project basis, which he earns as a freelance construction worker. In addition to their woes, her elder daughter has recently undergone an eye operation to treat Bilateral Lens Subluxation, a condition that she was diagnosed with since birth. Due to the operation, her daughter is unable to attend school physically for at least a month. With limited spare cash to purchase a laptop for her home-based studies, the laptop they received from the home improvement programme has

EMBARGOED UNTIL 15 JAN 3PM

been a big help in easing their additional worries. Another beneficiary, a Marsiling resident, **Mr Mustapha, 74**, and his wife are unable to work due to their medical condition and rely on monthly government assistance to get by. Having a faulty washing machine serves a potential danger to them and greatly hinders their everyday life. He is grateful for the new washing machine provided to improve their living condition.

5 To safeguard the health of all volunteers and residents, Service Weeks 2022 will run under tight Safe Management Measures (SMM) implemented by the CDC. The signature WeCare Festive Packs were packed under safe conditions by partners such as corporates, schools, Social Service Agencies (SSAs) and Grassroots Organisations (GROs), which will also distribute the festive packs to 7,300 needy households living in the Public Rental Scheme in 14 North West Divisions from 14 to 30 January 2022.

###

EMBARGOED UNTIL 15 JAN 3PM

Media Invitation

Media is invited to **WeCare @ North West – Service Weeks** at Ulu Pandan Division on 15 January 2022. Media doorstops with the spokespersons who are present on-site, including Mayor Mr Alex Yam, Mr Christopher De Souza, as well as 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 (Ulu Pandan)

Date : Saturday, 15 January 2022

Media arrival : 3pm

Venue : Pavilion between Blk 17 & 18 Ghim Moh Road S270017

GOH : Mr Christopher de Souza, Adviser to Holland- Bukit Timah
GRC Grassroots Organisations (Ulu Pandan)

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

Charlene Koh (Ms)
Assistant Manager (Corporate Communications)
North West Community Development Council
Tel : 6248 5553
HP : 9125 4461
E-mail: charlene_koh@pa.gov.sg

Melvin Tai (Mr)
Senior Manager (Corporate Communications)
North West Community Development Council
Tel : 6248 5545
HP : 9789 1824
E-mail: melvin_tai@pa.gov.sg

EMBARGOED UNTIL 15 JAN 3PM

Enclosed:

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

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 (Ulu Pandan)

**Saturday, 15 January 2022 at
Blk 16 Ghim Moh Road S270016**

MEDIA PROGRAMME

Time	Programme
3:00pm	Media arrival
3:30pm	Arrival of Mayor Mr Alex Yam
3:30pm	Arrival of Grassroots Adviser Mr Christopher de Souza
3:35pm	Short Address by Mr Christopher de Souza & Group Photo
3:40pm	Start of Distribution by GOH
4:15pm	End of Distribution by GOH
4:20pm	Media Doorstop (on request)
4:30pm	End of Programme