

Embargoed until 30 May 2026, 11am



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

28 May 2026

To News Editor

BRINGING AFFORDABLE AND CONVENIENT MEALS TO ALLEVIATE COST-OF-LIVING PRESSURES FOR NORTH WEST RESIDENTS

North West CDC launches Ready Meals @ North West to support residents with affordable meals through vending machines deployed across the North West District

A first for the District, North West Community Development Council (CDC) will launch **Ready Meals @ North West** offering affordable and convenient meals at \$3 and below to North West residents. This programme comes at a time when cost-of-living pressures is weighing on many households, and signalling on-the-ground response to keeping everyday essentials within reach for all residents. The launch will be held at Block 106B Canberra Street on 30 May 2026, with Guest-of-Honour, **Mr Ong Ye Kung**, Coordinating Minister for Social Policies, Minister for Health, and

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Adviser to Sembawang GRC GROs and Host, Mr Alex Yam, Mayor of North West District, as well as 70 residents from Sembawang Central (*See Annex A for media programme*).

2 Sharing on how the CDC's initiatives complement national policies, Minister Ong Ye Kung says "This programme will see 100 vending machines being deployed across the entire North West District. The food is convenient, accessible and affordable, thanks to the support of our donors. This meaningful initiative by North West CDC will complement various Government support measures to help Singaporeans manage the current economic uncertainties and cope with day-to-day expenses."

3 To further extend the programme's impact, Select Group has pledged \$600,000 worth of credits as part of their Corporate Social Responsibility (CSR) efforts, enabling identified low-income households to redeem meals for free through a dedicated credit system. This programme is a value addition to the CDC's ecosystem of support, complementing existing schemes such as Project Sama Sama @ North West, North West Food Aid Fund and North West Service Weeks. Mr Alex Yam, Mayor of North West District says, "North West CDC will continue to bring together partners and resources to maximise support for residents. These vending machines are part of the effort in ensuring all residents can access affordable and convenient meals whenever they need to." (*See Annex B for Media FAQs*)

4 In the first phase, the programme will launch with 14 vending machines deployed across 14 North West Divisions within proximity of public rental blocks first, bringing this cost-of-living initiative directly to the

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low-income residents in our community with sustained 24/7 support. By the fourth quarter of 2026, the programme will see a progressive rollout of up to 100 vending machines across all 20 Divisions in the North West. Operating 24 hours a day, these machines ensure that every resident has round-the-clock access to affordable food options, reinforcing the CDC's commitment to building a Caring and Healthy North West Community.

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Media Interview

A Media doorstep with Mayor Alex Yam could be arranged at the event on request. Interviews with resident profiles prior to the event could also be arranged, subject to availability.

Contact Person for Media:

Mr Gavin Chan
Manager (Corporate Communications)
North West Community Development Council
Tel : 6248 5509
HP : 9386 3496
E-mail: gavin_chan@pa.gov.sg

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

Enclosed:

- 1) Annex A – Media Programme
- 2) Annex B – Media FAQs (separately enclosed)
- 3) Annex C – Translation of Key Terms

[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.

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We develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

Mission

(a) Aggregator of Needs and Resources

To help the less fortunate through local assistance programmes

(b) Builder of Capabilities and Capacities

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

(c) Connector of Communities

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

Five Communities

i. Caring Communities

Encourage a giving culture and uplift the lives of residents through social support programmes and networks

ii. Healthy Communities

Promote healthy lifestyle, encourage residents to bond and take charge of their own health

iii. Inclusive Communities

Strengthen social fabric by embracing and involving different segments of society

iv. Learning Communities

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Promote lifelong learning mindset for personal and professional development

v. Sustainable Communities

Cultivate an eco-friendly lifestyle and building a green environment for our future generations

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

Ready Meals @ North West Launch

**Saturday, 30 May 2026
Void Deck of Block 106B Canberra Street,
Singapore 752106**

MEDIA PROGRAMME

Time	Programme
10:55am	Media arrival
11:15am	Arrival of Host Mr Alex Yam Mayor of North West District
11:30am	Arrival of Guest-of-Honour Mr Ong Ye Kung Coordinating Minister for Social Policies and Minister for Health Adviser to Sembawang GRC GROs
11:35am	Opening Speech by Guest-of-Honour
11:40am	Unveiling of Ready Meals @ North West Vending Machine
11:50am	Redemption of Meals by Beneficiaries
12:15pm	Media Doorstop (upon request)
1:00pm	End of event

TRANSLATION OF KEY TERMS

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
North West District	西北区
Mr Alex Yam Mayor of North West District Adviser to Yew Tee GRC GROs	任梓銘先生 西北区市长 油池基层组织顾问
Grassroots Organisations	基层组织