

10 November 2005, Singapore

Christmas Lights Up Lives of Community Chest Beneficiaries

Just as the Singapore Tourism Board has chosen "A Wonderland Musical Kaleidoscope" as its theme for this year's Christmas Light-Up decorations - it is also reflected in the multi-racial kaleidoscope of corporations, individuals and various religious associations from the Islamic and Indian community that have come together to do their part for the Festive Donation Drive, to bring the festive cheer to the less fortunate.

Now in its seventh year, the Festive Donation Drive will be launched at the Christmas-In-The-Tropics Light-up Ceremony on 10 Nov, 7pm at the Shaw House Walkway. The aim of Festive Donation Drive is to remind people to be mindful of the plight of the less fortunate and to extend the joys of the season to the disadvantaged in our community.

This is also a time when corporations, such as Hitachi, play an important role in spreading the cheer.

Hitachi's Contribution



The Hitachi Group has established a group-wide philosophy and policy to collectively implement social contribution activities at the group, foundation, and employee levels. Wherever Hitachi is located, the Group is committed to activities that contribute to the local communities where they operate. The main sponsor for the Christmas Light-Up for the last 15 years, Hitachi will present a cheque for S\$150,000 to the Community Chest to help sustain 146 social service programmes for its

beneficiaries.

"The Christmas Light-Up is very significant for Hitachi because we believe in lighting up the lives of those who need a helping hand. We are pleased to continue our sponsorship commitment of this special seasonal tradition for the 15th year," said Mr Shunsuke Ohtsu, Managing Director of Hitachi Asia Ltd.

Stories of Beneficiaries

1) Ngor Chai Lai

Background

11-year-old Ngor Chai Lai was admitted into Metta School on 1 July 2002. He comes from a single-parent family and has two other younger siblings. Since his parent's divorce in 2002, he has been with

his maternal grandmother who has not been employed since Dec 2002. She and her three grandchildren survive on \$120 that they have been receiving, after being referred by Central CDC (Community Development Council).

Metta School

Despite the challenges, Chai Lai has learnt to sit still while being on task in the classroom. He has certainly achieved a lot in his academic performance and learnt to socialise better. When he first came to Metta, he did not recognise alphabets nor could he understand English – however, now he is able to communicate fluently in both written and spoken English and Mandarin. Being a part of Metta School has truly changed Chai Lai's life around.

2) Mdm Zainab Mohin

Background

Mdm Zainab is a 42-year-old divorcee who faces the challenges of caring for her 10 year-old son suffering from leukaemia. To make ends meet, especially the high cost of medical care for her son, Mdm Zainab provides catering services from her home. She also has to look after her elderly frail parents.

As-Salaam PPIS Support Centre

Mdm Zainab has been a member of As-Salaam's Support Programme for Single Mothers since 2003. She participates in the support programmes and activities such as the agency's special project on helping needy families generate income by helping to train other single mothers to bake.

Other Community Involvement

Despite the difficulties and challenges that she faces, Mdm Zainab finds time to be an active volunteer at her son's school where she is part of their Parent-Teacher Committee and she also gives tuition to the pupils. Her perseverance in light of her situation sets her apart as an inspiration to many.

About Hitachi Asia Ltd.

Hitachi Asia Ltd. is a wholly owned subsidiary of Hitachi, Ltd. Established in 1989 as the regional headquarters in Singapore, it has ten offices in seven countries in Asia, excluding East Asia. The company offers a wide range of systems, products and services in market sectors such as information systems, power and industrial systems, digital media systems and consumer products. For more information about Hitachi Asia, please visit <http://www.hitachi.com/asia>

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