

MEDIA RELEASE

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COMMUNITY CHEST'S 20TH YEAR OF PARTNERSHIP WITH HITACHI GROUP FOR CHRISTMAS LIGHT-UP

Community Chest raises over \$300,000 this year

SINGAPORE, 16 NOVEMBER, 2010 – Hitachi Group of Companies partners Community Chest for the 20th year at the Christmas Light-up Switch-On Ceremony, which will be held on Saturday, 20 November 2010, at ION Orchard and officiated by President S R Nathan.

Helping our beneficiaries lead independent, dignified lives

This year, Community Chest aims to raise \$55.2 million to support 161 critical social service programmes under its care. Their beneficiaries include children with special needs, families in difficulties, frail and lonely elderly and people with disabilities.

For the first time, Community Chest is partnering both Orchard Road Business Association (ORBA) and Baywatch Association in launching the simultaneous light-up of Orchard Road and Marina Bay.

“The Christmas Light-up Switch-On Ceremony has provided Community Chest with a constant and significant fund-raising platform through the years. The continual support and strong commitment from our long-standing partners such as the Hitachi Group of Companies, has enabled Community Chest to support critical social service programmes to help the disadvantaged in our community. This festive season, we encourage all shoppers to be a shining star to those in need,” said Mr Hwang Peng Yuan, Chairman, Christmas Light-up Switch-On Ceremony Organising Committee.

Corporate partnerships and sponsorships

Hitachi will be donating \$200,000 this year to Community Chest, bringing its total donations over the last two decades to \$3.3 million.

COMMUNITY CHEST | The NCSS Fund-raising Division

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“2010 is a significant year for the Hitachi Group. It is the 20th anniversary of the Hitachi Group’s sponsorship of the Orchard Road Christmas Light-up. 2010 is also the 100th anniversary of the Hitachi Group. I believe this strong legacy shows our long-term partnership in business and the community,” said Mr Yasunori Taga, Chief Executive for Asia, Hitachi, Ltd.

StarHub will be partnering Community Chest at the Christmas Light-up Switch-On Ceremony for the second year.

Special performances

Merry Melodies from the Association for Persons with Special Needs (APSN) Chaoyang School and T-Shock from APSN Tanglin School, which are supported by Community Chest, will be giving song and percussion performances during the Christmas Light-up.

One of the performers from Merry Melodies, 12-year-old Nur Fira Bte Daud was referred to Chaoyang School in 2007 as she was lagging in social and communication skills. Since joining Merry Melodies, a programme started by Chaoyang School to provide an avenue for students to showcase their talents two years ago, Fira’s self-esteem has improved tremendously and she is now able to communicate with confidence. Exhibiting strong musical inclinations, Fira aspires to become a singer when she grows up.

“Be a Shining Star To People In Need”

To tie in with this year’s Christmas Light-up theme of “Starlit Christmas”, Community Chest has also launched a festive campaign, “Be a Shining Star To People In Need”, which aims to remind the public that this festive season is a time of giving and sharing not just with loved ones but also with the less fortunate. Community Chest is organising a series of roadshows over four weekends during the festive season to encourage shoppers to contribute to Community Chest. An early donation came from Loyang Tua Pek Kong which contributed \$30,000 to Community Chest’s Christmas Appeal.

Roadshows	Christmas Appeal 2010	Venue
Weekend 1	27 – 28 Nov	Lot 1
Weekend 2	4 – 5 Dec	Jurong Point
Weekend 3	11 – 12 Dec	Bukit Panjang Plaza
Weekend 4	18 – 19 Dec	Esplanade Xchange

Organisations or members of the public can also contribute to Community Chest donation boxes distributed at various malls and retailers along Orchard Road and Marina Bay or make online donations at comchest.sg. From the end of November,

shoppers will also be able to learn more about Community Chest's fund-raising efforts at its Christmas set piece located outside Takashimaya.

We would like to invite you and your photographer/crew to the event:

Event : Christmas Light-up 2010 Switch-On Ceremony
Venue : ION², ION Orchard Outdoor Space
Date : Saturday, 20 November 2010
Time : 6.15 – 9.30 pm
(Please be seated by 6.50 pm)

Attached for your reference is the programme for the ceremony. Media interviews will be co-ordinated upon request.

Please RSVP your attendance **by 12 noon, Friday, 19 November 2010** to:

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Community Chest

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that the fund-raising and other operating costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as comchest.sg and www.vpost.com.sg, through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's SHARE programme (the sign-up form is available at comchest.sg) where one can make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

Christmas Light-up Switch-On Ceremony 2010
Saturday, 20 November 2010
ION², ION Orchard Outdoor Space

Programme

6.15pm	Arrival of Guests
6.50pm	Guests to be seated
7.00pm	Arrival of Guest-of-Honour His Excellency President S R Nathan
7.05pm	Performances <ul style="list-style-type: none">• Drumming by T-Shock, APSN – Tanglin School• Christmas Medley by Merry Melodies, APSN – Chaoyang School
7.15pm	Welcome Address <ul style="list-style-type: none">• Community Chest• Hitachi• ORBA• Baywatch Association
7.35pm	Cheque and token of appreciation presentation
7.40pm	Presentation of mementoes to Light-up sponsors
7.45pm	Switch-On Ceremony
7.50pm	Reception
8.30pm	Open Top Bus
9.00pm	End of Programme