MEDIA INVITE

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15 November 2021

News Editor

Woke Wednesday – Singapore's first nation-wide campaign to promote food security, health and sustainability in schools

Life3 Biotech (LIFE3) and South West Community Development Council (CDC) are collaborating to launch the "Woke Wednesday" campaign to raise public awareness on environmental sustainability, food security and nutritional health issues, starting with the schools and extending to the workplace and community-at-large in Singapore.

2   The campaign will be launched at Westwood Primary School this Wednesday, 17 November 2021, by Guest of Honour, Mayor of South West District, Ms Low Yen Ling, together with Mr Ricky Lin, Founder of Life3 Biotech; Mr Norhashim Bin Hasan, Managing Director of Wahyu Brand Pte Ltd; and Mr Andrew Mah, Principal of Westwood Primary School.

3   As part of the campaign, the school canteen will offer the option of plant-based food every Wednesday. This is supplemented by other activities such as assembly talks by industry and community experts to drive the awareness of food security and sustainability.

4   Details of the event are as follows:

     Event   : **Launch of Woke Wednesday Campaign**

     Date   : Wednesday, 17 November 2021

     Time   : **11.30 to 12.30 pm (Media is invited at 11.15 am)**

Venue   : Westwood Primary School
                1 Jurong West Street 73
                Singapore 649188

Guest of   : Ms Low Yen Ling
Honour   Mayor of South West District

5   We would like to invite your reporter and photographer/TV crew to cover the **Launch of Woke Wednesday Campaign**. A copy of the Media Release and event photos will be issued on 17 November 2021. Media interviews can be arranged upon request. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officers

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About Life3 Biotech

Based in Singapore, Life3 is an innovative, award-winning biotechnology company that focuses on the formulation and manufacture of top quality functional food and beverage that boost nutritional health and reduce the risk of chronic disease. Our flagship product is a new, proprietary, plant-based protein that meets the rapidly-rising demand for food ingredients that are both sustainable and highly-nutritious.

Our vision is to be the leading innovator in transforming the global food production system via a variety of future foods that cater to the growing demand of consumers group, seeking an "Ecotarian" lifestyle; advocating sustainability as well as the health benefits of incorporating plant-based foods in their diet.

About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001, with the mission to Assist the Needy, Bond the People and Connect the Community.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

Ms Low Yen Ling was appointed the Mayor of South West District on 27 May 2014. Ms Low is also the Minister of State, Ministry of Culture, Community and Youth (MCCY) & Ministry of Trade and Industry (MTI) & Adviser to Chua Chu Kang GRC.

For more information, please visit: www.cdc.gov.sg/southwest

Programme

Time	Administrative Programme
11.40 am	Arrival of Mayor
11.45 am	Interaction with students in canteen Group Photo-Taking with students
12.00 pm	Interaction with Participating Stall Vendors
12.20 pm	Group Photo-Taking with stall vendors
12.30 pm	End of Programme