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Media Release



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News Editor

FESTIVE WISHES FOR 300 CHILDREN IN THE SOUTH WEST DISTRICT



- Underprivileged children will get their wishes granted under the P&G Grant-a-Wish initiative, a threefold increase from last year
- P&G Singapore strengthens support for underprivileged children in the community, with an increase in sponsorship to the programme

300 underprivileged children in the South West District will get their wishes granted in the upcoming month as part of the collaboration between the South West Community Development Council (CDC) and Procter & Gamble (P&G) Singapore. For the second year, this collaboration is part of the CDC's Festive Cheers @ South West and P&G's annual corporate social responsibility effort Festive Grant-A-Wish. This year sees a threefold increase in the number of beneficiaries and an increase in sponsorship value from P&G Singapore in comparison to last year. Mayor of South West District, Ms Low Yen Ling, together with Mr Gan Kim Yong, Minister for Health and Adviser to Chua Chua Kang GRC Grassroots Organisations (GROs) (Chua Chu Kang) presented the gifts to six underprivileged children and the Festive Care packs in the Chua Chu Kang division yesterday.¹

2 This year, each child will receive more than \$100 worth of items comprising the (A) Festive Grant-A-Wish gift, (B) essential packs with household items and health supplements from P&G Singapore, as well as a (C) South West Festive Cheers pack sponsored by corporate partner Koh Kock Leong Pte Ltd.² Each Festive Grant-A-Wish gift is worth \$20 - \$30 and is purchased by P&G Singapore staff volunteers based on the children's wish list³. Something new this year, and in line with the COVID-19 situation, P&G Singapore also included health supplements like cod liver oil and multivitamin syrup to boost immunity and vitality as the children return to school in the new year.

3 Ms Low Yen Ling, Mayor of South West District says, "The COVID-19 pandemic has disrupted lives and our usual festive celebrations. However, it has not deterred us from continuing our annual outreach, for it is even more important than before, to bring joy to the underprivileged children in such tough times. By granting their wish list, we hope to uplift their spirits with some Christmas cheer. The gifts they receive also represent our support and solidarity in getting through this crisis

¹ In view of the COVID-19 situation, the CDC and P&G Singapore will arrange to send the remaining gifts and packs to the respective Community Clubs (CCs) and Social Service Agencies (SSAs) for collection at later date.

² Last year, each child received a gift of their choice worth \$20 - \$30 purchased by P&G staff volunteers, P&G Oral B products worth \$17 and a South West Eco Festive Cheers pack worth \$25.

³ The gift purchased is based on the children's wish list from the five categories - back-to-school supplies, sport-related equipment, arts & craft, board games, and books & enrichment.

together. Along with our partners like P&G Singapore, we look forward to emerging stronger and more united than ever.”

4 Ms Cecilia Tan, Vice President - Government Relations & Public Policy from P&G says, “We aspire to be a force for good for our community. During this festive season, we are happy to be able to join the South West CDC in granting the wishes of vulnerable children in the community and providing them with a pack of household essential items and health supplements. We hope the children enjoy these gifts and feel the joy of the holidays!”

5 6-year-old Nur Rabiatal Adawiyah Binte Muhammad Bukhari, a recipient of the gift and packs says, “I am happy to receive a school bag of my favourite character and I am excited to be able to use it when I start school next year. I also like the other items given to me in the packs and I will share them with my family.”

6 Festive Cheers @ South West rallies the support of corporate and community partners to organise a series of festive activities ranging from social excursions, Christmas and Chinese New Year parties, back-to-school shopping, and distribution of Festive Cheers pack to the beneficiaries of Adopt @ South West. In FY2019/2020, 1,900 volunteers from close to 52 corporate and community partners organised over 19 Festive Cheers @ South West activities, benefitting 7,500 vulnerable households living in the 24 Adopt @ South West precincts. This year, Themed “To South West, With Love” Festive Cheers @ South West will benefit 8,000 vulnerable households in 29 rental blocks from 25 Adopt @ South West precincts. Each household will receive a South West Festive Cheers pack comprising food items such as rice and biscuits, disinfectant spray to keep one’s surroundings clean and sanitised as well as handwritten greeting card prepared by primary school students and seniors from Senior Activity Centres and nursing homes to send their well wishes to the community during this festive season.

7 Photos and videos from this distribution can be downloaded from these links: [photos](#), [videos](#). Please contact our media liaison officer for queries.

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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".