

**[Embargoed till 12 December 2020, 10.20 am]**

## **MEDIA INVITE**



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4 December 2020

News Editor

### **2,500 BENTO SETS TO SEND LOVE TO SOUTH WEST RESIDENTS THIS FESTIVE SEASON**

The South West Community Development Council (CDC), in collaboration with Elpis @ Hideout Pte Ltd, Deloitte Singapore and the Singapore Rugby Union will be distributing frozen bento sets and South West Festive Cheers packs to 775 vulnerable families and students in Brickland division, on Saturday, 12 December 2020. This event kick-starts the South West CDC's Festive Cheers @ South West programme and is part of Elpis @ Hideout Pte Ltd's "Do Good, Send Love" campaign.

2 Mayor of South West District, Ms Low Yen Ling, together with Mr Don Wee, Adviser to Chua Chu Kang GRC Grassroots Organisations (GROs) (Brickland) and Ms Germaine Lim, Chief Social Connector, Elpis @ Hideout Pte Ltd will join volunteers from the Singapore Rugby Union, Deloitte Singapore and Brickland GROs in the door-to-door distribution of frozen bento sets and festive packs.

3 This event aims to spread festive cheers to the vulnerable in the community to uplift them during this festive period. About 8,000 households in the South West District will receive the Festive Cheers packs in the upcoming months.

4 Details of the event are as follows:

Event : Kick-Off Festive Cheers @ South West with Elpis  
@ Hideout  
Date : Saturday, 12 December 2020  
Time : 10.00 am to 11.00 am (Media is invited at 9.45 am)  
Venue : Blk 813A Choa Chu Kang Avenue 7  
Singapore 681813  
Guest of : Ms Low Yen Ling  
Honour Mayor of South West District  
Host : Mr Don Wee  
Adviser to Chua Chu Kang GRC Grassroots Organisations  
(Brickland)

5 We would like to invite your reporter and photographer/TV crew to cover the **Kick-Off Festive Cheers @ South West with Elpis @ Hideout**. A copy of the Media Release and event photos will be issued on 12 December 2020. 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.

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#### **Media Liaison Officers**

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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".

### **About Elpis at Hideout Pte Ltd**

ELPIS @ Hideout - a social enterprise that specializes in change and incorporates change in all we do. Change is Today's enabler for greater adaptability, in business and in life. Everyone at ELPIS @ Hideout are agents of change because we believe that change is an absolute necessity for survival in the New Normal. Every project and campaign we embark on embraces technology and we bring tomorrow's solutions to meet today's needs.

## Programme

Time	Administrative Programme
9.15 am	Arrival of volunteers
9.55 am	Arrival of Adviser Mr Don Wee
10.00 am	Arrival of GOH, Mayor Low Yen Ling
10.05 am	Opening Address by Mayor
10.10 am	Address by Adviser
10.15 am	Group Photo-Taking
10.20 am	Door-to-door distribution of Bento sets and South West Festive Cheers packs  <i>*Media doorstep to be arranged, subjected to media request.</i>
11.00 am	End of Programme