

MEDIA RELEASE

Celebrating Childhood at Walk for Our Children 2015

Singapore Children's Society targets to attract 10,000 event participants

Sunday, 6 September 2015 – Singapore Children's Society celebrated its celebrating childhood at its annual fund-raising event called Walk for Our Children 2015, which targets to attract a record 10,000 event participants to raise funds for children, youth and families in need this Sunday, 6 September 2015.

Held at Palawan Beach, Sentosa, the walkathon and carnival aims to encourage family bonding while promoting the spirit of charity, and targets to raise \$1 million to help the beneficiaries under the care of Children's Society. This is the highest fund-raising target to date for this event. Guest-of-Honour Mr Lim Hng Kiang, Minister for Trade and Industry, will officially launch the event and participate in the three-kilometre walkathon.

As the nation commemorates Singapore's 50th year of independence, Walk for Our Children 2015, themed 'Celebrating Childhood! Our memories, Our aspirations', hopes to bring the participants on a leisurely walk down the memory lane. Participants can enjoy local childhood games like chapteh and zeropoint, and old-school Singapore snacks like kacang puteh, kueh tutu and iced popsicles. There will also be 10 vintage cars at the event.

"This year's Walk for Our Children is the largest to date," says Mr Alfred Tan, Chief Executive Officer of the Society. Over 700 volunteers signed up for the event, exceeding the Society's initial target of 500. Mr Tan also stresses the importance of allowing our children to enjoy their childhood. "We hope that this year's Walk will remind us that childhood is a precious journey, and we should ensure that our children have a childhood filled with joy and fun."

This year's presenter of the walkathon is Hong Leong Foundation, the charity arm of Hong Leong Group Singapore. Mr Kwek Eik Sheng, Alternate Governor of Hong Leong Foundation says: "We want to help Singapore Children's Society reach out to needy children and try to ensure no one falls through the gaps of the society. Children are the future pillars of our nation. We just celebrated the country's Jubilee and hope that by supporting them, our

younger generation will continue to progress the future of Singapore for many more years to come.”

“We hope our actions will inspire those around us to contribute and make a difference in our community,” said Mr Kwek.

In a display of full support for the cause, Hong Leong Foundation together with the Group’s employee volunteer platform, Hong Leong Group Sports & Recreation Club (HLGSRC), gathered a strong contingent of more than 1,420 staff participants and their families to participate in the walkathon. Hong Leong Group’s annual Family Day is also held at the same time.

Other partners of Walk for Our Children 2015 include attraction partner KidZania Singapore, venue partner Sentosa Development Corporation, event partners Ministry of Social and Family Development and American Association of Singapore, and supporting organisations Tote Board and Singapore Pools.

The Society’s beneficiaries from its youth drop-in centres, RoundBox @ Singapore Children’s Society and Youth Centre (Jurong), will perform dance items during the event. There will also be about 15 mascots, including Teenage Mutant Ninja Turtles, at this family-friendly event.




The proceeds, raised through sale of carnival coupons and early bird happy packs, pledge card donations, outright donations and sponsorships, will help further the Society’s mission of bringing relief and happiness to children in need.



About Singapore Children’s Society
(www.childrensociety.org.sg)

Singapore Children’s Society protects and nurtures children and youth of all races and religions. In 2014, the Society reached out to 68,292 children, youth and families in need. Established in 1952, its services have evolved to meet the changing needs of children. Today, Children’s Society operates 10 service centres islandwide, offering services in the four categories of: Vulnerable Children Services, Children and Youth Services, Family Services, and Research and Advocacy.

The charity’s Patron-in-Chief is President Tony Tan Keng Yam, President of the Republic of Singapore.

-  [SingaporeChildrensSociety](https://www.facebook.com/SingaporeChildrensSociety)
-  [SgChildrenSoc](https://twitter.com/SgChildrenSoc)
-  [SgChildrenSoc](https://www.instagram.com/SgChildrenSoc)

About Hong Leong Foundation

(www.hongleong.com.sg)

Hong Leong Foundation was established in 1980 with the Group's philosophy that corporations should give back by paying it forward. It has always played an active role in the community by supporting a variety of causes from arts and heritage, to sports and education, the impoverished needy, and conservation of the environment. Since 1982, the Foundation has been distributing cash giveaways to the elderly under the PA/SG schemes. Volunteers from the Group's staff have also been pitching in with their help in outings and planned visits to homes for the aged.

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