



Media Release

SG CARES BEGINS TO MOBILISE THE NATION TO VOLUNTEER. First charity run on Marina Bay Street Circuit used by 2009 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX

Singapore, 3 July 2009 – Singapore Cares (SG Cares) is organising **Run Singapore**, a charity run in conjunction with the 10th Anniversary of the President's Challenge.

Participants of Run Singapore will for the first time be running on the official route of the Marina Bay Street Circuit used by 2009 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX. The entire route of which is 5.067km. President SR Nathan will officially flag off the Run on 6 September 2009 at 5.15pm at the Padang.

There will be 10 adopted beneficiaries for the Run. Funds are expected to be raised via registration fees of \$25 each from runners, corporate contributions and sponsors. Pledge cards will also be distributed to companies to raise funds. The event is expected to see 20,000 participants; including 10,000 -15,000 runners. The target amount to be raised for this event is two million dollars.

“Run Singapore is about rallying people in Singapore, young and old, from all walks of life, businesses and the community, to volunteer and give their time, money and in-kind donation for a good cause. It is about community bonding, of mobilising people together to help the needy especially during these recessionary

times,” said Mr Stanley Tan, Chairman, NVPC and Run Singapore Organising Committee. “This coming together represents the spirit of volunteerism. We hope to make volunteerism a core value and a way of life.”

Prior to the flag off of Run Singapore, SG Cares will be officially launched. SG Cares is new nation-wide initiative from NVPC providing flexible volunteer opportunities for community service.

“SG Cares aims to make volunteering fun, enjoyable and above all, meaningful where everyone who wants to help can do so easily,” said David Fong, Director, SG Cares.

In collaboration with its partners, SG Cares will structure flexible volunteer projects and post them onto a real time online portal for individuals to sign up. There will be different opportunities for people from all walks of life in Singapore to contribute to a wide range of causes. Run Singapore is just the start.

Global Yellow Pages Media is the main sponsor for Run Singapore. Other sponsors include Alexandra Hospital, 100 Plus, KHL Printing, NTUC Fairprice Foundation, Singapore Cricket Club and The Central.

“Being over 40 years, we are among the oldest companies in Singapore, serving every member of the community, be they individuals, businesses or tourists. We believe our CSR activities must build a bond with the community that we serve. Run Singapore is one of such platforms,” said Ms Staphnie Tang, Director, Marketing, Advertising & Promotions, Global Yellow Pages Media.

Also lending support to the organising of Run Singapore are the Association for Small & Medium Enterprises (ASME), Ministry of Community Development, Youth and Sports, National Volunteer and Philanthropy Centre, Singapore Sports Council and Singapore Tourism Board.

“Run Singapore is in line with ASME’s mission to encourage greater corporate and social responsibility among small and medium businesses. It is an opportunity for the SME community to get together to give back to society just as SMEs have received much during this downturn through the various government assistance programmes,” said Mr Lawrence Leow, President, Association of Small and Medium Enterprises.

Anyone who wants to enjoy the thrill of running on the Marina Bay Street Circuit while raising funds for President’s Challenge can register at www.runsingapore.com while those who want to volunteer with SG Cares can do so at www.sgcares.org.

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Run Singapore - Beneficiaries



[Autism Resource Centre \(Singapore\)](#)

Undertaking a mission to empower and educate, the Autism Resource Centre helps individuals with Autism Spectrum Disorder (ASD) maximise their potential in life through advocacy and provision of services in education, employment and empowering family caregivers. It provides eight core services: Training & Consultancy, Early Intervention, Student Enrichment, Therapy Services, Library & Info Services, Pathlight School, Assessment & Diagnosis and Autism-related products.



[Beyond Social Services](#)

Focusing on developing a bright future for children and youths, Beyond Social Services runs a range of preventive, restorative and developmental programmes designed to counter delinquency. The programmes are catered to children as young as infants and aims to kick start a supportive journey developing them into responsible young adults.



[Center for Fathering](#)

Paternal involvement makes a tremendous difference in healthy child development, and the Centre for Fathering focuses on preventive social work by educating parents – especially the husbands – at the early stage of parenthood. The center aims to make a difference in family life by supporting and equipping fathers in their parenting roles.



[Girl Guides Singapore](#)

Girl Guides is an educational youth Movement open to all girls without distinction of creed, race, nationality or any other circumstance. The aim is to provide girls with the opportunity for self-training in character development, responsibility and service to the global community. The organisation is involved in outreach activities such as the World Thinking Day 2009 where the young women are encouraged to make a personal commitment to stop the spread of AIDS, malaria and other diseases.



[Lakeside Family Center](#)

Established in 1993, Lakeside Family Center aims to change lives and transform the community by providing counseling services, educational workshops, developmental programmes and social activities to help disadvantaged children, youths, adults and families. Helmed by a team of 35 social workers, counselors and teachers, the centre is a charity organisation approved by the Ministry of Community Development, Youth and Sports.



back

to

mainstream

society.

[MILK \(Mainly I Love Kids Fund\)](#)

MILK Fund is a charity organisation that was set up to reach out and help disadvantaged children who “fall through the cracks” of our social safety net. They work alongside mainstream programmes, through our partners, to plug the gaps and provide a holistic approach that guide these disadvantaged children

back to mainstream society. These children come from troubled or impoverished communities and some are physically challenged. We support them in their education, care and guidance, vocational and livelihood development and other special needs so as to give them the opportunity to develop to their full potential.

[Singapore Anglican Community Services](#)



With a mission to counsel, restore and equip, the Singapore Anglican Community Services provides refuge and relief for the psychiatrically disabled and people in crises. A subsidiary of the Anglican Diocese of Singapore and an affiliate of the National Council of Social Service, they operate a crisis shelter and two mental health rehabilitation Care Centres managed by professional volunteers and staff including psychiatrist and rehabilitation counsellors.



[Teck Ghee Youth Centre \(formerly Ling Kwang Youth Centre\)](#)

A joint project with Central Singapore CDC, Teck Ghee Youth Centre reaches out to the youths, especially those at risk of delinquency. The Centre counsels youths and their parents, organises youth enrichment activities, and holds free tuition for the less fortunate. The centre hopes to develop confidence, character, self-esteem and social interaction among the youths.



[The Community Foundation of Singapore](#)

The Community Foundation of Singapore (TCFS) is an independent and non-profit philanthropic organisation. It seeks high net worth individuals and matches their interests with worthy causes.



[Yellow Ribbon Project](#)

Committed to help unlock the second prison, the Yellow Ribbon Project seeks to engage the community to give ex-offenders a second chance at life. Donations to the Yellow Ribbon Fund will provide financial support to help inmates and ex-offenders with rehabilitative and aftercare services, rehabilitation and reintegration support programmes for family members and public awareness programmes. It hopes to inspire a concerted community action to support ex-offenders and their families.