



NEWS RELEASE

For immediate release

Children's Day Celebration Spreads Kindness Message Minister donates photography books for *Children for Children*

SINGAPORE, 2 October 2014 – *InspirAction: Start, Show and Share Kindness Today*, this year's *Children for Children* theme encourages each child to be more proactive in being kind. More than 250 CHIJ (Kellock) pupils were involved in making Children's Day celebration a memorable one for more than 1,000 of their less-privileged peers.

Minister for Manpower, Mr Tan Chuan-Jin, together with more than 1,000 primary school pupils who are under the Ministry of Education Financial Assistance Scheme, celebrated Children's Day through a series of craft activities and theatre-dance performance staged by CHIJ (Kellock) pupils in the Pantages Hollywood Theatre inside Universal Studios Singapore®.

Minister Tan also presented his recently launched photography book, *The World We Live In*, to donors who have made a contribution of \$5,000 or more towards the *Children for Children* celebration. This year's edition was also made possible by Resorts World Sentosa (RWS)'s gift of more than 1,000 complimentary tickets.

Organised by The Business Times, CHIJ (Kellock) and The RICE Company Limited, *Children for Children* has brought more than 7,000 children from low-income families to six iconic destinations in Singapore including the Singapore Flyer (2008), Singapore Zoological Gardens (2009), Underwater World Singapore (2010), Maritime Experiential Museum (2011) and Universal Studios Singapore® (2012, 2013).

This year, RWS joins the *Children for Children* organising team for this meaningful event. More than 100 RWS team members served as volunteers to host the children during the event. RWS Cares volunteers have been supporting *Children for Children* for four consecutive years.

Mr Goh Chye Boon, executive vice president of RWS's Resort Operations, said, "RWS is privileged to work with The Business Times, CHIJ (Kellock) and The RICE Company Limited in organising this year's Children for Children. The event is an extension of RWS Cares' mission to bring joy and unforgettable fun to underprivileged children and we wish the children a happy and memorable Children's Day at Resorts World Sentosa."

Children for Children provides a very powerful learning experience for each and every child. It enables a wonderful opportunity for values, like empathy and compassion, to be put into action as pupils are empowered to make a positive difference in another child's life.

Ms Magdalene Chin, principal of CHIJ (Kellock), shared, "This year's theme, InspirAction – Start, Show, and Share Kindness Today, encourages each child to be a kindness ambassador who inspires kindness through kind acts rendered with a cheerful and joyful heart. This year as CHIJ Kellock celebrates her 50th Anniversary, the pupils take their role as kindness ambassadors to the next level by bringing to the fore, the plight of the disadvantaged in society through a learning package specially customised for children, with the central message that children all around the world are empowered and are never too young to make that difference to another."

Working behind the scene of *Children for Children*, are teachers and CHIJ (Kellock) pupils who role model the act of kindness by being involved in various activities in the lead up to the event, such as preparing and conducting craft and game booths, rehearsing and performing on stage and putting together gift-packs for their less-privileged peers with personally-penned heartfelt messages.

Children for Children 2014 raised a total of \$320,000. The proceeds will be used to fund the outing for the children, with the balance shared between The Business Times Budding

Artists Fund (BT BAF) and The Straits Times School Pocket Money Fund (SPMF). BT BAF provides fully-sponsored arts training to children and youth from financially-disadvantaged backgrounds at The Little Arts Academy and 10 Square @ Orchard Central. SPMF provides pocket money to children from low-income families to help them through school.

Mr Alvin Tay, editor of The Business Times and chairman of BT BAF, shared: "We have received unwavering support for Children for Children over the past six years. From the pupils of CHIJ (Kellock) to corporate organisations who have donated to this event and volunteers from Resorts World Sentosa, Children for Children brings all the communities together to support the less privileged. We are grateful that this simple idea of creating a meaningful Children's Day celebration for the children by the children has impacted many lives."

This year's top corporate sponsors include Atlas Sound & Vision Pte Ltd, CWT Limited, CA Technologies, City Developments Limited, Lee Foundation, PSA International, Resorts World Sentosa, Tote Board and Singapore Turf Club, Wing Tai Foundation and Mr Lee Teck Leng Robson.

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The RICE COMPANY LIMITED

Think Social.

The RICE Company Limited is a non-profit organisation that harvests the potential of the arts and culture for the development of human lives and connecting communities locally and around the world. The RICE Company Limited was incorporated on 26th of March 2014 and is a registered charity with an IPC.

CHIJ (Kellock)

Established in 1964, CHIJ (Kellock) is an established *all-girls'* government-aided primary school and the youngest of the 11 CHIJ schools in Singapore. The school's vision of "A Globally-Minded Community with a Passion to Learn, Lead and Make a Difference" encapsulates its commitment toward providing a holistic education for its pupils, where each child can develop her potential to the fullest. Placing high priority on the learning and well-being of its pupils, the school aims to cultivate 21st century learners with a global perspective – learners who are confident, creative and connected. It provides opportunities for them to grow and develop into concerned citizens and leaders of tomorrow.

The Business Times

The Business Times (BT), a member of the Singapore Press Holdings group, is South-east Asia's leading business daily. It is Singapore's only financial daily and provides a complete guide on the local, regional and international business scene.

BT brings to its readers each day a comprehensive and concise package of corporate, financial, economic and political news, analysis and commentary. BT also carries features and the latest lifestyle trends in food, entertainment, shopping, arts, health, travel and design.

In June 1995, BT became the first English-language newspaper in Asia to go on the World Wide Web. Since January 2000, BT Online started to be available from 4am Singapore time (GMT +0800) and to offer news updates throughout the day.

Redesigned in September 2004 to engage a new generation of readers, a refreshing blue masthead, bigger fonts and friendlier layout were introduced. The content has been expanded to reflect a complete read, packing in loads of new features, such as speciality pages, a daily take on the health of the Singapore economy and dedicated regional pages.

For more information, visit www.businesstimes.com.sg.

Resorts World Sentosa

Resorts World Sentosa (RWS), Asia's ultimate destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, the resort opened in January 2010 and welcomed over 45 million visitors in its first three years of opening. RWS is home to two mega attractions - the region's first-and-only Universal Studios theme park and the Marine Life Park, which comprises the S.E.A. Aquarium (one of the world's largest aquariums) and Adventure Cove Waterpark. Other attractions include a Maritime Experiential Museum, an award-winning destination spa, a casino, six unique hotels, the Resorts World Convention Centre, celebrity chef restaurants, and specialty retail outlets. The resort also offers world-class entertainment, from original resident productions to concerts and public shows such as the Crane Dance and the Lake of Dreams. RWS was named "Best Integrated Resort" in 2011, 2012 and 2013 at the TTG Travel Awards which recognises the best of Asia-Pacific's travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.

The Business Times Budding Artists Fund

Supporting Young Ambitions

The Business Times Budding Artists Fund (BT BAF) was initiated by the then-The Old Parliament House Limited and adopted by The Business Times in 2005. Presently under the care The RICE Company Limited, BT BAF originated from a conviction that no child with strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 13,000 disadvantaged children between the ages of 5 and 19 years through a variety of programmes including a structured arts training programme, arts camps, workshops, and signature events.

For more information, visit www.baf.sg.

The Straits Times School Pocket Money Fund

The Straits Times School Pocket Money Fund ("SPMF") started in 2000 as a community project initiated by The Straits Times that provides pocket money to children from low-income families to help them through school.

SPMF was established as a Trust on 20 October 2010 and received charity status on 14 November 2011 with Institution of A Public Character (IPC) status effective from 1 January 2012. It is governed by a Board of Trustees.

Since the project inception in 2000, SPMF has helped close to 130,000 cases of children and youth from low-income families, between the ages of 7 to 21 years. Funds raised go towards school pocket money disbursements and support of the social and educational development of the children and youth.

For more information, please visit <http://spsmf.org.sg>.

