

Media Release (For immediate release)

Leading Childcare Educator Celebrates Children’s Day with A Good Deed To Charity



Patricia Koh with Singapore artist and change-maker, Peter Draw who is giving a fun lesson on how to sketch to the BT BAF beneficiaries.



Families and children from all MapleBear childcare centres supported the event.



Patricia Koh with Singapore artist and change-maker, Peter Draw and the BT BAF beneficiaries.



Young children from MapleBear Singapore take the stage to delight the audience with their singing and dancing.

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Singapore 1 October – Leading Singapore childhood educator, Patricia Koh brought cheer to 200 beneficiaries yesterday with a new corporate social responsibility (CSR) initiative through her childcare chain, MapleBear Singapore on Children’s Day.

In celebration of Children’s Day and in the spirit of giving back to the community, Koh’s childcare chain, MapleBear Singapore - developed from a Canadian based early learning programme - demonstrated its generosity with a treat for beneficiaries of the Business Times Budding Artists Fund (BT BAF) at Resorts World Sentosa. This is MapleBear Singapore’s first CSR outreach to financially disadvantaged families with young children in Singapore. Net proceeds from the event are donated to the BT BAF.

Patricia Koh’s message through this event is that “The theme ‘Superheroes’ seeks to inspire children to strive towards what they want to become. By passing down good values to our young generation, we hope that they can emulate the ‘superheroes’ in their lives – such as their parents, teachers and supporters!” Events such as the MapleBear’s CSR initiative are aligned with its values to enable children and families do the same to help others, who need care and support.

Patricia Koh who founded Pat’s Schoolhouse in 1988 is a veteran of the preschool education industry in Singapore with prior experience at National Institute of Education where she was Head of Early Childhood and strong industry involvement as President of the Preschool Teachers’ Association for 16 years. She has also been a supporter of “I Love Children”, ‘Kindness Movement’, ‘School Pocket Money Fund’ and ‘Compassionate Fund’ and has written a series of stories to show children how to have compassion and to reach out to others in trouble.

“Our Little Superheroes Day Out – Doing Something Good” was held at Resorts World Sentosa. The beneficiaries – together with MapleBear pre-schoolers had an action-packed day of amusement and fun with bouncy castles, carnival games such as tele-matches and a treasure hunt. There were also drawing and craft activities with Singapore artist Peter Draw, a Guinness World Record holder and change-maker who seeks to empower the lives of children through the art of drawing.

Families were also entertained by the stages performance of 3 to 5 year olds from MapleBear Preschools and young talents from Kids Performing.

Says Ms Aminah Hussien, head of the Little Arts Academy, a multi-disciplinary arts education centre which provides sustained arts training to the beneficiaries of the BT BAF, “The children were fortunate to have the support of MapleBear and were truly excited about this wonderful opportunity to celebrate Children’s Day. We are touched by the acts of little children doing good for children.”

Koh has now set aside 1st October as a day for her teachers, children, parents and grandparents to give back to the community: “It is always more blessed to give than to receive! We hope to make this an annual event to celebrate Children’s Day meaningfully.”

MapleBear Singapore will have 15 childcare centres throughout Singapore by end October.

“Our Little Superheroes Day Out- – Doing Something Good” was presented by MapleBear Singapore and organized by The RICE Company, which manages the BT BAF and supports free arts education to children and youths from financially disadvantaged families at the Little Arts Academy and 10 Square @ Orchard Central.

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Event Synopsis

Event	:	MapleBear's "Our Little Superheroes Day Out – Doing Something Good"
Organized by	:	The RICE Company Ltd
Presenting Sponsor	:	MapleBear Singapore
Date	:	Saturday, 1 October 2016
Time	:	9.00 am
Venue	:	The Coliseum™, Hard Rock Hotel Singapore, Resorts World™ Sentosa
Admission	:	By invitation (Closed door event)
Synopsis	:	<p>An inaugural CSR initiative by MapleBear Singapore, this one-day only carnival is a Superhero-themed family outreach event for beneficiaries (and their families) from the Business Times Budding Artists Fund. They will be joined by pre-schoolers from MapleBear's preschool centres.</p> <p>A meaningful and fun-filled Children's Day celebration of supersonic and super powered play, every child can look forward to a supercharged day of games, performances, family bonding and good memories!</p>

About The Business Times Budding Artists Fund

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with the 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 14,000 financially-disadvantaged children and youth, between the ages of 6 to 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports two arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by The RICE Company Limited. For more information, visit www.baf.sg

About The RICE Company Limited

The RICE Company Limited is a not-for-profit organisation that harvests the potential of the arts and culture for the development of human lives and connecting communities in Singapore with the world. Its core areas of expertise lies in enlivening places and spaces through place making and content creation; building cultural

capital through the engagement of arts with business; and developing linkages with communities around the world.

It currently manages two social funds (The Business Times Budding Artists Fund and Sing50 Fund), three creative spaces (The Little Arts Academy, 10 Square at Orchard Central and The Pavilion at Far East Square) and two subsidiaries (Global Culture Alliance and Millet Holdings).

More information is available at www.therice.sg.

About Maple Bear

At Maple Bear Global Schools, nothing is more important than the education of children.

The Maple Bear mission is to deliver a student-focused learning system in a safe, secure and stimulating environment that prepares students for success at the post-secondary level and that instills a passion for life-long learning.

The Maple Bear vision is to provide a high quality pre-school, elementary and high school education based on the Canadian philosophy and best practices that meet the expectations of global parents and is in conformity with local education regulations.

MapleBear Singapore is founded by Patricia Koh, a leading childhood educator who desires to give all children a good future.