



Media Release (Embargoed for 4 August 2017)

## THRICE A CHARM: YU NENG PRIMARY SCHOOL PAYS IT FORWARD WITH TOTE-ALLY ECO FRIENDLY PROJECT



**Singapore, 4 August 2017** - For a third year running, a local primary school and its supporting community will come together to raise funds for students in need.

Yu Neng Primary School (YNPS) will be creating 1,324 eco tote bags featuring an owl motif with hand-sewn eyes, that will be distributed to the public whose donations for the bag will go towards raising funds for ChildAid, an annual charity concert in aid of The Straits Times School Pocket Money Fund (STSPMF) and The Business Times Budding Artists Fund (BT BAF).

*Pay-it-Forward (PiF)* is a collaboration between YNPS, YNPS Parent Support Group and The RICE Company Limited. Over the last two editions of *PiF*, YNPS has hand-stitched 3,000 *SGBears* – each uniquely made of upcycled cloth to raise funds for STSPMF and BT BAF through ChildAid. STSPMF gives financial assistance to children from low-income families to

help them through school, and BT BAF provides fully-sponsored arts training for young people from financially-disadvantaged backgrounds.

Elaborates Mrs Clara Lim-Tan, principal of YNPS, on this signature project, “*PiF* has enabled our pupils to learn that one small act of kindness can create a ripple effect far greater than one could have imagined.”

This year, for its 3<sup>rd</sup> edition of *PiF*, the school has decided to make eco tote bags featuring owl motifs. Similar to the making of the *SGBear*, the *Owl Eco Tote-bag* will be specially designed and created using upcycled cloth contributed by the YNPS community.

Commenting on the significance of the name *Owl Eco Tote-bag*, Mrs Lim-Tan pointed out that it is a playful twist of the word “owl” for “our” in reference to the collective effort of the whole school community. Says Mrs Lim-Tan “Through this project, we hope to remind and encourage everyone to adopt the 3Rs – reuse, reduce and recycle for a more sustainable future, which is aligned with the school’s emphasis on environmental literacy.”

Says Mdm Elina Gwee, Vice-Chairman of the YNPS Parent Support Group, “We are extremely glad to be part of the school’s *PiF* project for the third time, working together with the teachers and pupils on this meaningful project. Through this project and the active involvement of parent volunteers, the pupils are able to learn life-skills like sewing and demonstrate school values such as responsibility, respect, resilience and teamwork. This is also a good opportunity for the pupils to learn the importance and value of giving.”

Says Mr Marc Lim, Co-Chairman of ChildAid Organising Committee, “We are thrilled that the pupils of Yu Neng Primary School are once again lending their time and effort for a good cause. It is heartening to see that Yu Neng has embraced a culture of giving and is nurturing this mindset from young. On behalf of ChildAid and its beneficiaries, we are truly grateful for the continued support.”

Members of the media are invited to the 2017 *Pay-it-Forward - Owl Eco Tote-bag* project on August, 4, 7.50am to 10.00am at Yu Neng Primary School.

#### Programme

7.50-7.55am	Principal’s address
7.55-8am	Address by Mr Marc Lim, Co-Chairman of ChildAid Organising Committee
8-8.05am	Launch of <i>PiF - Owl Eco Tote-bag</i> project*
8.05-8.15am	Safety briefing and instructions
8.15-9am	Sewing of <i>Owl Eco Tote-bag</i> *
9-9.45am	Media interviews
10am	End

\*photo opportunity

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### **About The RICE Company Limited**

The RICE Company Limited (TRCL) is a not-for-profit organisation that harvests the potential of the arts and culture for the development of human lives and connects communities in Singapore with the world. TRCL's 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.

TRCL 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). For more information, visit [www.therice.sg](http://www.therice.sg).

### **About Yu Neng Primary School**

Yu Neng Primary School was founded in 1935 as a humble Chinese school catering to about 20 pupils. 82 years on, nestled in the heart of Bedok, the school continues to provide a student-centric values-driven education to its 1200 pupils from diverse backgrounds. It places strong emphasis on developing pupils holistically and equipping them with 21C knowledge, skills and values in order to prepare them as future global citizens and leaders. This is in line with the school's vision – A Vibrant Connected Community that Aspires, Learns and Leads. The school works closely with key stakeholders and partners to proactively co-create opportunities, platforms and resources to enhance the quality of pupils' educational experience in order to nurture passionate learners, creative thinkers and caring leaders. For more information, please visit <http://www.yunengpri.moe.edu.sg/>

### **About The Straits Times School Pocket Money Fund**

The Straits Times School Pocket Money Fund (STSPMF) 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. STSPMF 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, STSPMF 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://spmfg.org.sg>.

### **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 16,000 financially-disadvantaged children and youth, between the ages of six 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](http://www.baf.sg).