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For immediate release

ChariTrees 2018 @ Marina Bayfront (9 Nov to 26 Dec 2018) in Celebration of Community Heroes

- Certis, a leading advanced integrated security services organisation, is the presenting donor of ChariTrees 2018.
- Thirty ChariTrees will line Marina Bayfront in the lead-up to Christmas, in celebration of heroes within the community. The trees include 10 “Art” trees built by Landscape Industry Association of Singapore.
- The RICE Company Ltd takes over the organising of ChariTrees from ComChest, in the fundraiser’s eighth year. President Halimah Yacob will launch the light up ceremony on 9 November.

SINGAPORE, 12 October 2018 – Every society needs -- and has -- its heroes. The year-end annual charity fundraiser, ChariTrees, will celebrate and honour the heroes among us, who don’t necessarily don a cape and jump over buildings with a giant leap.

Instead, they are security professionals who dedicate themselves to the public’s safety and help keep our workplaces and public spaces safe and secure every day, and professionals who volunteer to read to children or teach financial literacy; or who take time off to cook for the hungry.

ChariTrees 2018, besides giving Marina Bayfront the festive feel with two sets of main arches and 30 8-foot tall Christmas trees, will fete the heroes we meet on the street or who live right next door to us.

The trees represent the coming together of individuals, groups and organisations who have played a part in cultivating people and strengthening communities.

Says Mr Tan Puay Kern, chairman of the ChariTrees 2018 Organising Committee: “This Christmas, we intend for ChariTrees to be a celebration of successes that have made a positive impact towards the community. The trees are dedicated to the many individuals, groups and organisations – community heroes that have gone the extra mile to touch the lives of our people.

This eighth edition of ChariTrees sees a change in its organisers. Previously run by Community Chest since its inception in 2011, ChariTrees 2018 will be organised by not-for-profit arts organisation and charity with IPC status, The RICE Company Limited. The event will be a fundraiser for The Business Times Budding Artists Fund

(BT BAF), which supports children and youths aged six to 19 with opportunities and access to the arts.

Certis is the presenting donor of ChariTrees 2018. As part of its corporate social responsibility efforts, Certis seeks to partner organisations to make a meaningful and positive impact in the community. This includes supporting causes that reach out to the disadvantaged children and people with disabilities. At the same time, Certis is committed to establish a safer and secure Singapore, bringing peace of mind to the communities it serves.

Mr Tan Toi Chia, Head of Corporate Planning and Group Communications, Certis, said, "As we evolve as an advanced integrated security services organisation, Certis remains rooted in our commitment to make a meaningful difference to the community. We must continue to give back to the communities we serve. By supporting ChariTrees, we seek to empower disadvantaged youths to develop their talents and shine through arts-related programmes and activities."

Certis will shortly be unveiling its transformation from a physical guarding business into an advanced integrated security solutions provider. As a unique specialist ops-tech outsourcing partner, Certis develops, builds and operates integrated solutions for its customers. Its Security+ approach is made possible by its rich heritage in physical security, deep operational expertise, and unique ops-tech capabilities.

Mr Alvin Tay, chairman of BT BAF, the beneficiary, noted: "Through ChariTrees 2018, we hope to spread the word and inspire more people to do something good for the community. We are thankful to our donors and partners for their strong support in what we do. Their generosity has been instrumental in enabling our children and youths to pursue their dreams and passion in the arts."

Corporate sponsors of the ChariTrees will also help to build and decorate the two sets of main arches and the trees. Around 50 staff from Certis will be assisting with the decoration together with the beneficiaries in the week leading up to the ChariTrees light-up. Prudential Singapore, who is supporting ChariTrees for the first time, will be conducting a plastic bottle collection drive for the creation of its "Art" Tree. Previous corporate supporters such as Century Evergreen and Arrowcrest Technologies will also be engaging their employees to decorate the trees.

During the Christmas festive season, visitors can look forward to a walkway lined with 20 decorated ChariTrees and 10 "Art" trees. It will start from the open area beside The Shoppes at Sands expo and convention centre and runs along the Marina Bayfront. The "Art" trees will be built from recycled materials such as plastic bottles, recycled timber and plant storage drainage cells by the Landscape Industry Association of Singapore (LIAS).

ChariTrees 2018 will run for seven weeks, from 9 November, leading up to Christmas, until Boxing Day on 26 December. President Halimah Yacob will launch the light up of the ChariTrees at the opening ceremony on 9 November.

The Singapore Police Force (SPF) band, students of Yishun Town Secondary School's NPCC band and beneficiaries of BT BAF will be performing at the opening

ceremony. BT BAF beneficiaries will perform again on 30 November and 1 December, to add to the year-end festivities.

Each ChariTree can be adopted from \$12,000 onwards and 100% of the donations are eligible for 2.5 times tax deduction benefit.

The media is invited to attend ChariTree's Light-up on 9 November, Friday, at 7.00 pm

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About ChariTrees

ChariTrees 2018 is organised by not-for-profit arts organisation and charity, The RICE Company Limited. It is also a fundraiser for The Business Times Budding Artists Fund. From 2011 to 2017, ChariTrees was a fundraising initiative by Community Chest with the support of Urban Redevelopment Authority. For the past seven editions, the 10-foot trees, aptly called "ChariTrees" were adopted by corporate donors to fundraise for Community Chest beneficiaries.

About The RICE Company Limited

The RICE Company Limited (TRCL) is a not-for-profit organisation and registered charity with IPC (Institutions of Public Character) status. TRCL seeks to harness the potential of the arts to benefit under-served children and youths in the community. TRCL manages two social funds (The Business Times Budding Artists Fund and Sing50 Fund), arts centres (The Little Academy and 10 Square Youth) in four locations across Singapore, creative spaces (The Pavilion at Far East Square and Temenggong 18/20) and two subsidiaries (Global Cultural Alliance and Millet Holdings). For more information, visit www.therice.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 and 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports 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 Certis

Certis is a leading advanced integrated security services organisation with multi-disciplinary ops-tech capabilities. Certis leverages its rich physical security heritage, deep market insights and track record to build and operate bespoke solutions for complex and critical operations that extend beyond security. Our unique tech-enabled solutions are led by design thinking, and supported by best-fit technology and proven methodologies to drive operational efficiencies and deliver business-critical outcomes for our clients. Certis is headquartered in Singapore, with an international presence that extends to Australia, Hong Kong, Macau, China, Malaysia and the Middle East. We are a trusted partner committed to our clients' successes, delivered through our 34,000-strong global team which includes 16,000 in Singapore. Discover more at www.certissecurity.com, [Facebook](#) and [LinkedIn](#).

About LIAS

LIAS (formerly known as LCAS) was incorporated on 11th May 2001. The mission of LIAS is to develop and promote professionalism and quality in landscape products and services to fulfill Singapore's vision of being a City in a Garden.

LIAS provides a forum for members to foster better networking, encourage industry discussions and maximise trade opportunities. The Association disseminates updates on industry information, organises trade programmes and promotions as well as activities relating to landscaping. Members stand to enjoy discounts and privileges on programmes and activities organised by LIAS.