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PRESS RELEASE

**MORE THAN 15,000 WALKERS GATHER TO CELEBRATE FAMILIES AND
RAISE FUNDS FOR THE NEEDY THROUGH *ILOVESINGAPORE WALK 2014*
- a family cum charity walkathon by TOUCH Family Services**

SINGAPORE, 15 NOVEMBER 2014 –TOUCH Family Services, an affiliate of TOUCH Community Services, today held a family cum charity walkathon entitled *iLoveSingapore Walk 2014 (iLSW2014)* at the Padang.

Officiated by Speaker of Parliament & Member of Parliament, Jurong GRC, Mdm Halimah Yacob, *iLSW2014* is organised in celebration of the International Year of the Family 2014 and Singapore's Jubilee (SG50).

iLSW2014 is supported by the National Council of Social Service, the National Volunteer & Philanthropy Centre, MUIS, the Eurasian Association of Singapore, the LoveSingapore Network of Churches, SINDA, Yayasan Mendaki and other voluntary welfare organisations, corporations and schools.

TOUCH Founding Chairman Mr Lawrence Khong said, "It is a joy and a privilege for us to celebrate the International Year of the Family 2014 in such a unique way. I am heartened by the wide support from the community because it shows that the majority of Singaporeans believe in the Family, which is the basic building block of society, and in the importance of growing strong, resilient families."

In the spirit of Care & Share, a year-long Movement led by Community Chest to rally the nation to show care and concern for the needy as Singapore's 50th birthday approaches, *iLSW2014* features a unique fundraising mechanism, which empowers participating organisations to give 30% of net proceeds to Community Chest while designating the remaining 70% to charities of their choice. Equipped with a pledge envelope, participants were encouraged to raise funds for the needy from 1 October to 15 November 2014. Besides Community Chest, some 20 Singapore charities, many of which are part of the Care & Share Movement, have been nominated as beneficiaries of this fundraising project with a total target of S\$600,000.

"The fundraising mechanism has been designed in a way that encourages participating organisations to nominate their favourite charities and we are very encouraged that many have used this platform to give to the poor and needy. As society progresses, we need to remember the values that have brought us thus far – values such as building the family and supporting one another in the community," added Mr Khong.

"Under the Care & Share Movement, donations to Community Chest and participating charities till 31 December 2014 will be matched dollar-for-dollar by the Government, doubling its impact on our beneficiaries. As we approach the last leg of the Movement, Community Chest is grateful to TOUCH Family Services for seizing the chance to rally the community to do their part for the less fortunate among us. Funds raised for Community Chest will go towards providing critical services to help children with special needs to reach potential, adults with disabilities to integrate into

society, relationships of families in difficulty to stay strong and elderly to age gracefully in the community,” said Ms Ng Ling Ling, Managing Director, Community Chest.

iLSW2014 culminated with a walk, starting at the Padang, around the Marina Bay Waterfront. Participants of the walk will enjoy the sights of popular Singapore landmarks such as The Esplanade, Singapore Flyer, Marina Bay Sands as well as the beautiful skyline offered by the Central Business District. Game stations featuring *Kampung* games such as *five stones*, *chepteh*, *zeropoint* and *hopscotch* will also be set up along the route to allow participants to reminisce the community spirit of yesteryears.

Key event highlights included:

- Kampung games along the walk route
- Inspiring stories of individuals who have contributed greatly to their families
- Signature board for walkers to sign and affirm their commitment to their families

iLSW is supported by:



For media enquiries and attendance, please contact:

Priscilla Toh

Assistant Manager, Corporate Communications

DID : 6317 9268 HP : 9694 2364 Email : priscilla.toh@touch.org.sg

About TOUCH Family Services

TOUCH Family Services (TFS) has been a keen supporter and champion of family causes since it was incorporated in 2007 although its work started in 1992 under the umbrella of TOUCH Community Services. TFS believes that the family unit is the core foundation of a society. Its mission is to establish and provide family-based services and programmes to build strong and fulfilling families, and to promote the well-being of individuals and families in need.

It aims to provide a holistic integrated service to serve the needs of every person and family at every stage of their lives. TFS comprises TOUCH Character Development, TOUCH Child Care, TOUCH Adoption Services, TOUCH Counselling & Social Support and TOUCH Family Life Education.

Some of TFS' most sought after Family Life programmes include the family life education talks and marriage preparation course. In 2013, more than 220 family education talks were organised and attended by more than 6,300 participants including parents, couples and students. In addition, some 190 individuals benefited from TFS' marriage preparation classes last year.

About iLoveSingapore Walk

Over the last 22 years, TOUCH Community Services has reached out to many individuals from all races and religions. *iLSW2014* will be the 11th charity walkathon organised or facilitated by TOUCH with the last walkathon in 2012 raising some \$471,000 for 21 charities. Past Guests-of-Honour included Mr Lee Hsien Loong, Mr Abdullah Tarmugi, Prof. S. Jayakumar and Mr Chan Chun Sing.