

News Release for the Editor's Desk

Major Sponsor Asia Pacific Breweries Foundation gives \$60,000 to Children's Cancer Foundation's "Tulip Hearts Day".

Number of street-sale volunteers doubled – from 500 in 2005 to over 900 this year!

Singapore (1 September 2006) – With only two days to go before the *Tulip Hearts Day* organised by the Children's Cancer Foundation (CCF) takes place, this charity organisation has received an overwhelming response from over 900 volunteers who have pledged their support for *Tulip Hearts Day*. Volunteers from all walks of life, including children with cancer and their families, students and corporations will be mobilised island-wide to sell the colourful handmade silk-cocooned tulips this Sunday, 3 September 2006.

Tulip Hearts Day is an annual event set aside each year to pay tribute to the courage of children battling cancer. Tulips signify hope and celebration and Hearts represent the love and generosity of all who care. CCF aims to communicate this hope and love to children with cancer and their families on an annual basis through Tulip Hearts Day. The colourful handmade silk-cocooned tulips are priced at \$2 each and will be sold island-wide on 3 September 2006. CCF hopes to raise at least \$250,000 and create public awareness of childhood cancer in Singapore through Tulip Hearts Day.

This year, Asia Pacific Breweries Foundation, responsible for furthering the philanthropic commitment of Asia Pacific Breweries Limited, is the Main Sponsor of *Tulip Hearts Day*. Mr Koh Poh Tiong, Chairman, Advisory Committee, Asia Pacific Breweries Foundation, said, "At APB Foundation, we recognise the increase in demand for financial assistance and support services for children who are battling with cancer and their families. While our partnership with CCF fulfils our common altruistic goal to better serve societal needs, more importantly, we at APB Foundation do feel for the children and their family members who are dealing with the physical and emotional trauma. We sincerely hope that our gesture and efforts through *Tulip Hearts Day* will inspire the children and their families to keep their fighting spirits up and to show them that there are many people out there who care for them." Going beyond the \$60,000 donation from APB Foundation, APB has also involved its staff to raise more money for CCF through its internal fundraising efforts. Some staff of APB has also volunteered for the street-sales on 3 September 2006.

In addition, the Eurovan Club (automobile hobbyists), has once again activated 35 other automobile clubs (e.g. BMW.sg, VOGS, Dreamz Vannin) to CCF by participating in their "drive-through" at Stadium Road. Amongst which is a bridal convoy of 7 BMWs who will be doing their part for charity on their "special day". On the same day, Diao Yu Tai Seafood restaurant will donate 50% of their food and beverage sales (transactions from 10am to 5pm) to CCF. Among the various volunteer groups, we will also see the charitable hearts of over 40 NTUC union members selling tulips at 4 NTUC FairPrice Supermarkets.

CCF is grateful to the 900 street sales volunteers who will be fulfilling the role of a CCF ambassador - by spreading key messages that there is hope for children with cancer and that these children are also able to live a normal childhood. CCF would also like to appeal to members of the public for support by buying tulips from its volunteers or from a list of sales outlets (Refer to Annex 1). In addition to the silk-cocooned tulips, CCF will also be selling sets of "boy girl mascots" hand phone straps packaged with an educational message bookmark at \$5 each.

As an added treat to members of the public, a CCF's Mums Cookbook "Love Recipes - Our Children's Homemade Favourites" will be launched for sale for the first time at the following venues: MacRitchie Reservoir (Car Park A), Junction 8 (2nd level) and Revenue House (5th floor, Multi Purpose Hall) on 3 September. This delightful cookbook priced at \$29.90 contains a compilation of tantalising and healthy recipes created by a group of CCF mums, in their efforts to provide delicious meals for their children experiencing appetite loss during treatment. All proceeds from the sale of tulip hearts day merchandise and cookbooks will be channelled to helping CCF's beneficiaries.

CCF is an independent and non-profit charitable organisation solely funded by public and corporate donations and 86% of its funds raised are channelled back to its beneficiaries.

Tulip Hearts Day 2006 - Street Sales

Date: 3 September 2006 (Sunday)

Time: 9.00am to 6.00pm

Registration venue:

Inland Revenue Authority of Singapore Building,
Multipurpose Hall (Level 5), Revenue House, 55 Newton Road



Annex 1

List of Volunteer Groups and Tulip Sales Outlets

| Volunteer Groups | Where & When |
|--|---|
| <p><u>Eurovan Club</u></p> <p>A very different Sunday with 35 other automobile clubs who will congregate at a special "drive through" area to purchase the tulips</p> | <p>Date/Time: 3 September, 10am-5pm</p> <p>Venue: Carpark area beside the Diao Yu Tai Seafood Restaurant (220 Stadium Road, Singapore 397728)</p> <p>Online forum: www.eurovanclub.com/forums</p> |
| <p><u>Diao Yu Tai Seafood Restaurant</u></p> <p>This seafood restaurant will be donating 50% of all food and beverage sales from 10am to 5pm, and all proceeds channelled to the CCF's beneficiaries.</p> | <p>Date/Time: 3 September, 10am-5pm</p> <p>Venue: 220 Stadium Road Singapore 397728, next to the Eurovan Drive through.</p> |
| <p><u>NTUC Fair Price Supermarkets</u></p> <p>44 NTUC Union members will be selling tulips at selected NTUC FairPrice Supermarkets:</p> | <p>Date/Time: 3 September 2006, 10am – 4pm</p> <p>NTUC FairPrice Supermarkets:</p> <ol style="list-style-type: none">1) Ang Mo Kio (2803, Ang Mo Kio Ave 8, S'pore 567753)2) Tampines Mall (4, Tampines Central 5, #B1-12, Tampines Mall, S;pore 529510)3) Bukit Panjang (1 Jelebu Rd, #01-15 & #02-11/12, Bukit Panjang Plaza, S'pore 677743)4) Marine Parade (No. 6, Marine Parade Central, S'pore 449411) |
| <p><u>Modern Montessori</u></p> <p>Participation from 88 staff members of Modern Montessori on Tulip Hearts Day.</p> | <p>Date/Time: 3 September 2006 (whole day)</p> <p>Venue: Tampines Mall & Orchard area</p> |
| <p><u>Orchid Park Secondary School</u></p> <p>100 Secondary school students doing their bit for charity as a school group.</p> | <p>Date/Time: 3 September 2006 (whole day)</p> <p>Venue: Novena Square Area</p> |
| <p><u>Tulip Sales at MacRitchie Reservoir</u></p> | <p>Date/Time: 3 September 2006 (8.30am-11am)</p> <p>Venue: MacRitchie Reservoir (Carpark area)</p> |

Other activities in conjunction with Tulip Hearts Day

| | |
|--|---|
| <p><u>Toy Donation Exercise</u></p> <p>Hougang Mall will be holding a Toy Donation exercise whereby shoppers are encouraged to bring their old toy and buy a 16cm plush doggie at a special price - \$3.50. All proceeds from the sale of plush doggies will go towards the CCF beneficiaries.</p> | <p>Date/Time: 3 to 10 September 2006 (Retail Operational Hours)</p> <p>Venue: Hougang Mall (90 Hougang Avenue 10, S'pore 538766)</p> |
| <p><u>24 Hour 70 km Marathon Walk</u></p> <p>A group of 42 walkers comprising staff and management from SembCorp Utilities (SCU) will be walking 24 hours round Singapore to raise funds for CCF and increase public awareness on childhood cancer. Besides this challenging effort undertaken to raise funds, SCU has also raised donations through online pledges, collar pins sales and outright donations from their customers and associate companies within the group to other social organizations which SCU supports.</p> <p><u>5km Charity Walk-a-Jog</u></p> <p>Participants include business partners of SCU and players of the 11 S-League clubs who are collaborating for the first time to support SCU's fundraising effort towards CCF.</p> | <p>Date/Time: 2 - 3 September 2006 (8am to 8am)</p> <p>Date/Time: 3 September 2006 (8am)</p> <p>Online donation pledges can be made at www.sembutilities/wecare.com to support the walkers</p> |
| <p><u>Love Recipes – our children's homemade favourites</u></p> <p>This delightful cookbook holds a compilation of tantalising and healthy recipes created by a group of CCF mums, in their efforts to provide delicious meals for their children experiencing appetite loss during treatment. All proceeds from the cookbook sales will aid the CCF's beneficiaries.</p> | <p>Date/Time: 3 September 2006</p> <p>Venue:</p> <ul style="list-style-type: none"> - MacRitchie Reservoir (Car Park A), morning - Junction 8 (2nd level), 10am to 8pm - Revenue House (5th floor, Multi Purpose Hall), 9am to 6pm <p><i>From 4 September 2006, cookbooks can be purchased at our Family Support Centres. Please call:</i></p> <p>KKH Family Support Centre (6297 0203) NUH Family Support Centre (6772 4471)</p> |

Notes to Editor

About Children's Cancer Foundation

Children's Cancer Foundation (CCF) has helped more than 1,200 children and their families since its inception in 1992. CCF is an independent Voluntary Welfare Organisation (VWO) that helps children with cancer below 17 years old. Its mission is to improve the quality of life of children with cancer and their families through enhancing their emotional, social and medical well-being.

Among the free services CCF provides are

- Counselling and Casework
- Therapeutic Play
- Parents Support Groups & Workshops
- Bereavement Programme
- Financial Assistance
- Childhood Cancer Marrow Transplant Programme
- Wishlink
- Supervised Play
- Back-to-School Programme
- Resource Libraries
- Tuition and befriending programme
- Social and Recreational Programmes
- Educational Talks and Workshops

CCF has two Family Support Centres (FSCs) where counselling and other related activities take place. The FSCs are located just outside the childhood cancer ward of both the KK Women's & Children's Hospital (KKH) and the National University Hospital (NUH) for easy accessibility by children and their families. CCF also has a playroom at the National Cancer Centre (Singapore General Hospital) next to the Radiation Oncology department.

About Asia Pacific Breweries Foundation

Instituted in 1994, the Asia Pacific Breweries Foundation (APB Foundation) has been fulfilling APB's philanthropic commitment to society. Its philanthropic intent spans three areas namely Creativity Development, Human Excellence and Humanitarian Causes. Since its inception, the Foundation has provided grants and other forms of support to over 150 initiatives, benefiting disadvantaged homes and charitable organizations, medical research bodies, theatre and music groups and scholarships programmes amongst others. The APB Foundation Board of Trustees, assisted by its Advisory Committee, envision the Foundation to play a constructive and developmental role in the community, and working with partners who share common altruistic goals to better serve societal needs both in Singapore and the Asia Pacific region.

For more information, please contact:

Ms Adeline Sim

Community Partnerships Officer
Children's Cancer Foundation
Tel: (65) 6835 6473
Fax: (65) 6835 0032
E-mail: adeline.sim@ccf.org.sg

Ms Betty Lee

Community Partnerships Manager
Children's Cancer Foundation
Tel: (65) 6835 6464
Fax: (65) 6835 0032
E-mail: betty.lee@ccf.org.sg

Main Website: www.ccf.org.sg

Tulip Hearts Day website: www.ccf.org.sg/thd

Mobile Contact No: (65) 8123 9324