

News Release for the Editor's Desk

Spot a gold ribbon pin on ComfortDelGro's bus captains and cabbies on 15 February 2005

ComfortDelGro's staff to wear the gold ribbon pin in a show of support for children with cancer and their families

Singapore (11 February 2005) – In a strong show of support for children with cancer and their families, 25,000 staff from ComfortDelGro will sport the gold ribbon pins on 15 February 2005, designated as International Childhood Cancer Day.

"We are more than happy to be able to do our part to help children who are bravely fighting cancer. Our hearts go out to them and their families and we hope that the rest of Singapore joins us in helping them by donating generously," said Ms Tammy Tan, Group Corporate Communications Officer, ComfortDelGro.

18,400 cab drivers from ComfortDelGro's three taxi brands, namely Comfort, CityCab and Yellow-Top Cab, together with 5,040 bus captains and 1,560 staff will sport the pins as they go about their duties on 15 February 2005. ComfortDelGro's strong show of solidarity stems from their belief that hope exists for children with cancer, as Singapore's survival rate for Acute Lymphoblastic Leukaemia (ALL), the most common form of childhood cancer, is about 80%, which is comparable with developed countries like the United States.

Commented Comfort cabby Mr Wan Zhi Sheng, "As a father of a 10-year-old boy, I know the value of a child's smile and laughter. Taxi drivers meet people from all walks of life and can help create awareness of childhood cancer so that others can show their care and concern towards children with cancer."

To raise awareness of childhood cancer, the Children's Cancer Foundation is organising the Gold Ribbon Campaign. 100,000 gold ribbon pins have been produced, and members of the public are encouraged to make a pledge online, and wear the pins on 15 February 2005, which is designated as International Childhood Cancer Day. The gold ribbon pins are given away free-of-charge for the public to pledge their support at www.ccf.org.sg towards children with cancer and their families.

"This is the first time we are organising activities on International Childhood Cancer Day to raise awareness of childhood cancer, and public support has been forthcoming. The staunch support from corporate organisations like ComfortDelGro speaks volumes of their belief in us. We would like the public to wear the gold ribbon pin, and aid us in our quest to further help children with cancer and their families. As they wear the pin, we also hope that parents would talk to their children and explain to them that children with cancer are also like other children, with hopes and dreams like any other child," noted Dr. Tan Hiang Khoo, Chairman, Children's Cancer Foundation.

Notes to Editor

International Childhood Cancer Day

The International Confederation of Childhood Cancer Parent Organisations (ICCCPO) was founded in Spain in 1994, and International Childhood Cancer Day (ICCD) was declared in Luxemburg in September 2001. There are about 76 ICCCPO members in 56 countries and each country will be organising their own events to commemorate ICCD.

The gold ribbon is the official ribbon of children with cancer worldwide. It is supported, recognised and promoted by hundreds of organisations and treatment centers, families, friends, and caregivers including the National Childhood Cancer Foundation, Association of Paediatric Oncology Nurses, Children's Oncology Camp Association, the Candlelighters Childhood Cancer Foundation and its chapters worldwide.

About Children's Cancer Foundation

Children's Cancer Foundation (CCF) has helped more than 1,100 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
- Financial Assistance
- Back-to-School Programme
- Childhood Cancer Marrow Transplant Programme and
- Bereavement Programme.

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.

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