



Media Release

5 December 2019

**Public-Private Partnership to Support Under-privileged Families
in North East District**

1. Christmas Gift of Love is in its third year of continuing the tradition of giving this festive season, in the North East District. 300 low income families are expected to receive \$200 worth of goodies each, comprising \$100 grocery vouchers, \$50 Our Tampines Hub (OTH) Festive Mall food vouchers, \$20 Popular Bookstore vouchers, a grocery trolley and a Festive Bag worth \$30, through the collaboration between North East Community Development Council (CDC) and New Creation Church, Singapore and supported by NTUC FairPrice Foundation and other community partners. These continuing partnerships create an ecosystem of support which serve to better the lives of those in need.
2. As the end of the year draws near, many low income families might struggle with preparing for the year-end festive season as well as the coming new year. Some may face difficulties buying gifts for Christmas. Families with school-going children have to ensure their children are equipped with enough essentials for the new school term. Many families will also need to purchase groceries and daily necessities to welcome the coming Chinese New Year. These are extra concerns in addition to their worries on their daily costs of living. Support for these families will allow them to have a joyous year-end celebration and prepare for Year 2020.

3. North East CDC brings together various religious, corporate and community partners for this initiative. The partners include New Creation Church, Singapore, NTUC FairPrice Foundation, Touch Community Services, Tampines Changkat Community Arts and Culture Club (CACC), ActiveSG and Junior Achievement Singapore.

4. Main donor, New Creation Church, Singapore will be contributing to the \$100 grocery vouchers and \$50 OTH Festive Mall meal vouchers. In addition, they have also purchased shopping trolleys for the families to ensure that it is easier for them to shop without the hassle of carrying multiple plastic bags. More than 120 volunteers from the church will also be assisting the beneficiaries with their shopping and distributing the goodies. New Creation Church's council member, Deacon Matthew Kang, said "We count it a joy and privilege to be able to give and be an extension of God's love by partnering with North East CDC in blessing 300 families with gift trolleys, supermarket and meal vouchers. Through all our Gift Of Love activities this Christmas season, we will be reaching out to more than 7,000 people all over Singapore with practical gifts, regardless of their race, language or religion. We count it a blessing to be able to give, and we look forward to do even more for our community."

5. NTUC FairPrice Foundation has also generously donated a Festive Bag with groceries worth \$30 each. The Festive Bag consists of Fairprice's housebrand items such as oatmeal, cereal, kaya and more, that will come in handy for the residents.

6. Mayor of North East District, Mr Desmond Choo said, "We know this is the season where some families would appreciate some load off their shoulders. The families have a lot to fulfil, including making sure their children have enough supplies for the new school year. We are heartened with the various generous contributions from all our partners. In line with our Singapore Together

movement, we want to encourage more Singaporeans to come forward to support our communities in need. We hope our Christmas Gift of Love can add some festive cheer to all our families here today.”

7. In addition, community partners have joined hands with North East CDC to contribute at the Christmas Gift of Love event. Touch Community Services will be showcasing a Virtual Reality Experience to educate residents on depression symptoms. Tampines Changkat CACC will be teaching children how to create Disney-themed Frozen Musical Boxes, while ActiveSG has interactive Sports Tryout stations for adults and children. Junior Achievement Singapore will come in to share expertise on educating families with simple financial literacy to provide an early headstart for children.

Invitation to Media

We would like to invite you and your photographer/crew to join us at this event.

Event	Christmas Gift of Love 2019
Date	Saturday, 7 December 2019
Time	12noon to 5pm (Media arrival 12.05pm)
Venue	Our Tampines Hub Level 2, Community Zone 1 and 2 1 Tampines Walk Singapore 528523
Guest of Honour	Mr Heng Swee Keat Deputy Prime Minister Minister for Finance Adviser to Tampines Grassroots Organisations Mr Masagos Zulkifli Minister for the Environment and Water Resources Adviser to Tampines Grasroots Organisations (Arrival 12.30pm)

For more enquiries, please contact the following media persons for more information.

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About North East Community Development Council

Set up in 1997, North East Community Development Council (CDC) serves a population of over 914,000 residents in three Group Representation Constituencies (GRCs) and two Single Member Constituencies (SMCs). They are Aljunied, Pasir Ris–Punggol, Tampines GRCs, Hougang and Punggol East SMCs. North East CDC administers financial and employment assistance to residents in need as well as works closely with community and corporate partners to plan outreach programmes to promote bonding and social cohesion. North East CDC is headed by Mayor Desmond Choo. For more information, please visit www.cdc.org.sg/NorthEast

About New Creation Church

New Creation Church is a non-denominational church and a member of the National Council of Churches of Singapore. Jesus Christ takes centre place in the church, from the focus of its services, outreach efforts and worship to its day-to-day operations and volunteer activities. An elected council has general oversight of the church and is led by Deacon Yong Chee Ram, its independent chairman. Senior Pastor Joseph Prince preaches regularly in the church in a voluntary capacity, and his Christ-centred messages are broadcast to millions around the world daily. The church has a congregation of 33,000 that meets at The Star Performing Arts Centre at Buona Vista and various venues in Singapore. For more information, please visit www.newcreation.org.sg