



KRETA AYER-KIM SENG CITIZENS' CONSULTATIVE COMMITTEE



4 February 2010

Media Advisory

1,000 Underprivileged and Elderly Get Off to a Healthy Good Start at Chinatown Chinese New Year Celebrations 2010 Mass Reunion Dinner

*Kick-starting a 2nd Year of Corporate Partnership between
People's Association and Nestlé Singapore*

Date : Sunday, 7 February 2010

Time : 6.00pm

Venue : F1 race track at the Singapore Flyer

**Media Meeting Point : Guest Services Lounge (Next to Seafood Paradise)
Level 1, Singapore Flyer, 30 Raffles Avenue**

During Chinese New Year, reunion feasts are held to celebrate family bliss and togetherness. For the second time, as part of the series of community outreach initiatives of Chinatown Chinese New Year Celebrations 2010, Kreta Ayer-Kim Seng Citizens' Consultative Committee (KA-KS CCC) will organize a **Mass Reunion Dinner** for about 1,000 people comprising the underprivileged and lonely elderly on **Sunday, 7 February 2010** on the **F1 race track** at the **Singapore Flyer**.

Dr Lily Neo, Member of Parliament for Jalan Besar GRC and Adviser to the Kreta Ayer-Kim Seng Grassroots Organisations (梁莉莉医生 惹兰勿剎集选区国会议员兼牛车水-金声基层组织顾问), said, "Chinese New Year is the time where our thoughts revolve around our family. For our underprivileged and elderly residents, we hope this mass reunion dinner for about 1,000 of them will enable them to have a warm and healthy dinner and allow us to celebrate the festivities with them as one big family in the community. We are also delighted to work with corporate partners like Select Group to offer healthier menu choice and Nestlé to give away nutritious food packs to help them get off to a healthy good start in the year of the Tiger."

Chinese New Year is an occasion for fostering close ties among families, loved ones and friends. KA-KS CCC aims to create an inclusive society by organising this mass reunion dinner and spread the Chinese New Year festive cheer to the underprivileged and elderly in the community.

Wheel in the Good Fortune and Luck at Singapore Flyer's Signature Auspicious Trail

Media are cordially invited to join Dr Neo, Mr David Ong, Chairman, Chinatown Chinese New Year Celebrations 2010, Mr Goh Hock Soon, Director Marketing & Membership, People's Association, Mr Chow Phee Chat, Director, Marketing (Beverages & Milk), Nestlé Singapore, Mr James Wong, Director, Corporate Affairs & Communications Nestlé Singapore, Mr Vincent Tan, Managing Director, Select Group, Ms Patsy Ong and Mr Jeff Tan, Representatives of Singapore Flyer, Mr Johnny Ng, Managing Director, Guang Dong Import & Export Pte Ltd and a pair of senior citizens who are born in the Year of the Tiger in a capsule to do *Lo Hei* in the sky at 6.30pm.

They will also be joined by some 200 elderly residents who will board the other capsules in experiencing the Singapore Flyer's Signature Auspicious Trail to herald in prosperity, fortune and blessings, designed in consultation with renowned Feng Shui practitioner from Singapore Feng Shui Centre, Master Koh.

Mass Reunion Dinner

Thereafter, head to the F1 race track for the mass reunion dinner. Catch the momentous “Toss for Good Fortune” as Dr Lily Neo, sponsors, grassroot leaders gather together with over 1,000 residents to do a mass *Lo Hei*, tossing an array of rainbow-coloured ingredients in the air whilst shouting auspicious words or phrases for good health, fortune and luck, a must-have customary tradition for every celebratory reunion feast for the Lunar New Year.

To prepare for the mass reunion feast, KA-KS CCC has mobilised all of its grassroot organizations and volunteers while Select Group has also involved a total of 228 staff, 1,988 man hours and about 1,800 kilograms of raw ingredients to prepare the 8-course Abundance Wealth set menu.

The feast comprises 8 auspicious dishes – Bountiful Treasure “Lo Hei Yu Sheng” (鸿运捞起鱼生), Fish Maw with Conpoy and Crabmeat Soup (瑶柱蟹肉鱼鳔羹), Double-Boiled Prosperous Chicken in Superior Broth (富贵鸡), Refreshing Creamy Honey Glazed Ocean Catch (青柠蜂蜜奶汁脆腩鱼), Japanese Spicy Sauce Sautéed Prawn with Pine Nuts on Taro Nest (日式雀巢味皇辣汁松子虾), Prosperous “Fatt Choy” with Lingzhi Mushrooms on bed of Seasonal Vegetables (发财灵芝菇扒时菜), Braised Ee Fu Noodles with Chives and Assortment of Mushrooms (韭皇双菇焖伊面) and Reunion Eight Treasure Aloe Vera Dessert (芦荟八宝甜汤). The menu is specially designed for the elderly and hence, healthier choice cuisines with less salt and oil are offered.

During the dinner, guests will be entertained by songs, dance performances by Dance Ensemble Singapore and lion dance performance. Singapore Flyer has also sponsored 1,000 tickets to be given to the Mass Reunion Dinner guests.

1st Event to Kick-Start 2nd Year of Corporate Partnership between PA and Nestlé Singapore

With the exchange of the symbolic token between PA and Nestlé, it marks the beginning of the second year of collaboration between People’s Association (PA) and Nestlé. Being PA’s first corporate partner, Nestlé will continue its community involvement and outreach programme in 2010 for the second year in supporting PA’s community projects to reach close to 200,000 people through a variety of sports, health and wellness events and activities. The Chinatown Chinese New Year 2010 Mass Reunion Dinner is the first of the 15 PA projects that Nestlé is sponsoring this year. Through this Mass Reunion Dinner, Nestlé looks to start the guests’ year on a healthier note through the sponsorship of food packs worth over \$30 each. Nestlé staff will also be at the event to personally distribute these food packs to the guests.

Partners as Outreach Multiplier

The Mass Reunion Dinner is made possible with the strong support and sponsorship by key partners such as Select Group, Nestlé, Singapore Flyer, Bengawan Solo and Guang Dong Import & Export Pte Ltd. Leveraging on strategic partners to act as outreach multiplier is one of PA’s key strategic thrust. Through collaboration like the Chinatown Chinese New Year 2010 Mass Reunion Dinner, it has enabled KA-KS CCC to reach out to more segments of the community.

We cordially invite you and your photographer/camera crew to attend and cover Chinatown Chinese New Year Celebrations 2010 Mass Reunion Dinner. Your support in covering this event is appreciated. Please kindly rsvp to Rennie Loh at tel: 9767 0648 or email: rennie@eightcomms.com by Saturday, 6 January 2010.

About Kreta Ayer-Kim Seng Citizens’ Consultative Committee

The Kreta Ayer-Kim Seng Citizens’ Consultative Committee plans, leads and coordinates community activities for the Kreta Ayer-Kim Seng Constituency. It channels the needs and problems of the residents to the Government and keeps them informed of the government’s actions and policies. It also raises funds for welfare aid to the needy, bursaries and scholarships for deserving students and other community projects.

About People’s Association

The People’s Association’s mission is to build and to bridge communities in achieving one people, one Singapore. We do this through our network of 1,800 grassroots organisations, five Community Development Councils, the National Youth Council, National Community Leadership Institute, Outward Bound Singapore and Water-Venture. More information at www.pa.gov.sg.

About NESTLÉ Singapore (Pte) Ltd)

NESTLÉ Singapore (Pte) Ltd, established in 1912, is a wholly owned subsidiary of NESTLÉ SA, the world's largest food company. Headquartered in Vevey, Switzerland, NESTLÉ employs over 270,000 people in factories and operating offices in almost every country around the world. Nestlé aims to be the leading Nutrition, Health and Wellness Company in Singapore. NESTLÉ's range of products in Singapore include MAGGI®, YANG SHENG LE™, NESCAFÉ®, MILO®, NESPRAY®, NESTLE OMEGA PLUS®, MÖVENPICK® of Switzerland, KIT KAT®, PURINA®, FRISKIES® and dozens of other trusted brands that are household names and market leaders in their product categories.

Issued on behalf of Kreta Ayer-Kim Seng Citizens' Consultative Committee (KAKSCCC), organizer of Chinatown Chinese New Year Celebrations 2010.

For media enquiries, please contact:

Rennie Loh

Managing Partner

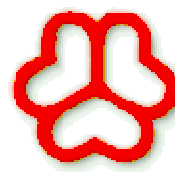
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PROGRAMME

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| 6.00pm | Arrival of Media and Guests |
| 6.20pm | Arrival of Dr Lily Neo
Member of Parliament for Jalan Besar GRC & Adviser to Kreta Ayer-Kim Seng
Grassroots Organisations |
| 6.30pm | Dr Neo, Mr David Ong, Chairman of Chinatown Chinese New Year Celebrations 2010, Mr. Goh Hock Soon, Director, Marketing & Membership, People's Association, Mr Chow Phee Chat, Director of Marketing (Beverages & Milk), Nestlé Singapore, Mr James Wong, Director of Corporate Affairs & Communications, Nestlé Singapore, Mr Vincent Tan, Managing Director, Select Group, Ms Patsy Ong and Mr Jeff Tan, Representatives of Singapore Flyer, Mr Johnny Ng, Managing Director of Guang Dong Import & Export Pte Ltd and a pair of senior citizens who are born in the Year of the Tiger to proceed to a Singapore Flyer capsule to do <i>Lo Hei</i> in the sky. |
| 7.15pm | Arrival of Dr Neo at the F1 race track of Singapore Flyer for the Mass Reunion Dinner |
| 7.20pm | Mass Reunion Dinner commences |
| 7.30pm | Opening Speech by Dr Neo |
| 7.35pm | Presentation of plaques to sponsors |
| 7.45pm | Exchange of Tokens between People's Association (PA) and Nestlé |
| 7.50pm | Mass <i>Lo Hei</i> Ceremony |
| 8.05pm | Distribution of Hong Bao by Dr Lily Neo and
Distribution of Festive Food Packs sponsored by Nestlé |
| 8.20pm | Performances by Dance Ensemble Singapore and
Lion Dance Performance by Nam Sieng Dragon & Lion Dance Activity Centre |
| 9.00pm | Mass Reunion Dinner ends |