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CANON SUPERSERIES AND CHARITY BOWL

In a league of their own

Corporate bowling league proving a boost for staff bonding as well as charity

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SINGAPORE – International express and logistics company DHL Singapore had so much fun at last year's Canon SuperSeries that they're back for more this season and are even considering starting their own internal league, with the Singapore Bowling Federation (SBF) as their technical adviser.

Five teams from DHL competed in the inaugural corporate league last year, and more can be expected this time around.

"Many of the employees come from different locations so this event helps to bring them together and this spurs on relationships beyond just work," Sebastian Tan, DHL Supply Chain Singapore's senior director of human resources, told MediaCorp yesterday. "There was quite

a lot of interest from the staff, and we are considering starting a bowling league within DHL's three entities."

Tan was speaking at the launch of the Canon SuperSeries and Charity Bowl at SuperBowl Safra Mount Faber. Last year's league, which took place over six legs, saw entries from 120 companies and SBF president Jessie Phua expects more this year.

"The objective of the Canon SuperSeries is to help companies use the opportunity to build inter-department bonding, and also intra-industry socialising, and they've recognised that there's so much benefit from this," she said.

Canon, who have signed up to sponsor the event for five years, are confident of a larger turnout for the tournament's second edition.

"We were pleasantly surprised by the support this initiative got last year," said Lim Kok Hin, senior director and general manager for Canon Singapore's business imaging



National star Ong exchanges high-fives with Minister Lim and Canon CEO Kimura. ERNEST CHUA

solutions and business solutions division. "We hope to be able to get 150 teams, but 200 would be a pleasant surprise."

Yesterday's Canon SuperSeries and Charity Bowl launch also saw the corporate and bowling fraternity raise \$138,000 in donations for The Straits Times School Pocket Money Fund and BOWLlinks, a community project started by the SBF in 2006 to introduce the sport to children and adults with special needs.

Competing in the Charity Bowl were guest-of-honour Lim Swee Say, Minister, Prime Minister's Office, national bowlers

Remy Ong and Jasmine Yeong-Nathan, and bowlers from the Down Syndrome Association Singapore and Association for Persons with Special Needs. National kegler Ong has been part of the BOWLlinks programme since its inauguration.

The six-leg Canon SuperSeries runs until July 2 with companies competing for prizes worth over \$100,000. The Grand Finale will be held at Orchid Bowl @ Orchid Country Club on July 4.



singaporebowling.org.sg

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