



NEWS RELEASE

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Heart Voyage Photo Art Book by Kwek Leng Joo Raises \$100,000 for President's Challenge 2005

A corporate leader with a passion for photography and a heart for the community, Kwek Leng Joo, Managing Director of City Developments Limited (CDL) has gladly contributed a portion of his limited-edition photo art book *Heart Voyage*, to raise funds for President's Challenge (PC) 2005.

As a philanthropist and an advocate of charitable causes, Mr Kwek readily agreed to the call by President S R Nathan to donate 100 copies of *Heart Voyage* to raise funds for the needy. Within a couple of weeks, the original allocation of 100 copies was not sufficient to meet the overwhelming demand from CDL's business associates and friends. In the end, 130 books were sold and raised \$100,000 for 3 selected beneficiaries under PC 2005, they are Infant Jesus Homes & Children's Centre, Pathlight School and The Helping Hand.

In addition, 5 copies of the book specially autographed by President Nathan had been offered for auction at a base price of \$1,000. Again, due to enthusiastic response, 5 bids of \$5,000 and 6 bids of \$2,000 were accepted. The President will personally present these 11 books to the generous bidders at an appreciation reception to be held at the Istana later today.

President Nathan, "I was pleased to open Leng Joo's first photo exhibition in 2002 and also penned the Foreword for his first photo art book. *Heart Voyage* not only presents Leng Joo's photo talent but also his enlightened philosophy and experiences in his photo journey. I am glad that he is always prepared to contribute his works to raise funds for the less privileged in our society." Last September, one of Kwek's photo works taken in Shangri La, Yunnan Province, raised an unprecedented sum of \$300,000 for Renci Hospital.

Expressing his thanks to the donors, Kwek said, "*Heart Voyage* was meant to document some of my photo works taken in the last 5 years. It is indeed an honor to create more value from this book which was not meant for sale. It is heartening to see so many associates come forward to support this worthy cause. It shows that many Singaporeans have a heart of compassion."

The 160-page hard back art book features a collection of photo works taken by Kwek over a five year period from 1999 to 2004 both locally and abroad. Through his diverse collection of captivating images on landscape, people, fauna and flora, Kwek shares his philosophy and experiences in life and photography.

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