

News Release

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ELDERLY BEFRIENDEES 'MAKAN' AND SHOP AT CITY SQUARE MALL



While shopping and dining out can be an everyday affair for many of us, it is a rare treat for the lonely elderly who live by themselves.

Madam Ho Ah Chin, who is 83 years old, and partially blind and deaf due to old age, lives alone in a one-room HDB flat on Indus Road, and hardly ever sets foot into a shopping mall. Thanks to staff volunteers from City Developments Limited (CDL), Madam Ho had a great time exploring the spanking new City Square Mall, located at Kitchener Road, last week.

Organised by City Sunshine Club (CSC), CDL's staff volunteer club, the memorable event held on Tuesday, 10th November, saw 87 elderly befriendees from Asian Women's Welfare Association (AWWA) and Indus Road having an afternoon of fun at the Mall.

These VIP guests included those from Indus Road who live in one-bedroom public housing flats, often alone, and who depend on public grants to get by. CSC volunteers visit them monthly to ensure their basic needs are taken care of, and that they are in good health. In addition to distributing food provisions to these elderly, the volunteers also extend their friendship and care.

Another group from AWWA Community Home (located in a housing estate in Block 123, Ang Mo Kio Avenue 6) are on public assistance or have no family or means of financial support, and have to take care of their own units and daily living needs.

Ferried from their homes in air-conditioned buses, the elderly were warmly received by over 30 staff volunteers who escorted them to Kopitiam for lunch. The befriendees chose from a wide variety of food stalls and volunteers were on hand to assist. Chatter filled the air as volunteers and elders mingled, making for an enjoyable lunchtime experience at the airy new food court.



After a satisfying lunch, it was time to hit the shops.

Browsing excitedly through the aisles of NTUC Fairprice's first eco-friendly outlet in Singapore, the elderly bought daily necessities such as bread, coffee, jam and cereal using the \$10 voucher courtesy of NTUC Fairprice.

The supermarket buzzed with activity as they deliberated on their purchases and compared prices. 79-year-old Mr. Mai Chin Wu, accompanied by staff volunteer Jennas Lai, took the opportunity to stock up on his favourite coffee.

With groceries firmly in hand, the elderly befriendees moved on to Metro, where they were presented with a goody bag comprising a fluffy bath towel and a bottle of water.

CDL, Kopitiam and NTUC Fairprice sponsored a total of \$30 worth of vouchers to each elderly for their dining and shopping experience.

Staff volunteer Joceline Wong said, "The elderly really look forward to outings like today's charity walkabout at City Square Mall, as they rarely get to go out and enjoy themselves. Participating in a meaningful activity which brings joy to the lives of these elderly is extremely fulfilling."



A group photo at the entrance of City Square Mall marked the end of an eventful and enjoyable afternoon.

"At CSC, we hope to light up the lives of the less fortunate by offering our friendship, and are glad that with the support of our staff volunteers and the generosity of our Mall's tenants, we have been able to bring a little cheer to the elderly from AWWA and Indus Road," said Foo Chui Mui, President of CSC. She added that the success of this event has spurred the club to organise similar activities at the Mall for other needy and underprivileged groups.

About City Sunshine Club (CSC)

CSC is an employee volunteer club started in 1999. Initiated by CDL's Managing Director, Mr. Kwek Leng Joo, CSC's aim is to nurture a spirit of voluntarism among employees and cultivate an engaged workforce. Through CSC, the Company is able to facilitate and encourage staff and their families to lend a helping hand to the less fortunate through a broad range of structured programmes that reach out to the underserved.

Over the years, the club has evolved from a simple conduit for monthly elderly befriending and ad hoc visits to charity homes, to a progressive and vibrant platform with a sizeable network of outreach programmes catering to children and youth development through character building mentorship initiatives, helping the less fortunate and supporting CDL's overall Corporate Social Responsibility vision and mission.

This year, CSC celebrates 10 years of staff volunteerism.

About City Square Mall: www.citysquaremall.com.sg

City Square Mall, is located at the junction of Serangoon and Kitchener Roads (next to Farrer Park MRT station), on the site of Singapore's historic New World Park.

With over 700,000 sq ft of gross retail space, it is home to over 200 tenants including favourites such as Kopitiam, Metro, NTUC Fairprice, Best Denki, and Popular Bookstore, and over 50 F&B outlets including Burger King, KFC, McDonald's, Sushi Tei, Swensen's and The Coffee Bean & Tea Leaf.

When fully-open by the first quarter of 2010, the Mall, owned by CDL, will be one of the largest malls in Singapore.

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