



News Release

18 November 2012

A SPLASH OF COLOURS FOR RESIDENTS OF MARSILING

City Developments Limited (CDL) employees dedicated their Staff Day on Saturday, 17 November 2012 to help brighten the Marsiling neighbourhood.

Over 200 CDL employees banded together to help paint the colourful murals at the fort surrounding the children's playground at Block 3 and 5 Marsiling Road. The hand-drawn murals themed "*Saving the Earth for our Children*", included images of a whale (one of the world's endangered species), an over grown forest of wild mushrooms, happy children playing amidst nature and the boundless sea. They were specially designed by teachers and students Nanyang Girls' High School.

As CDL employees and students painted meticulously, the playground began to transform from plain walls into a beautiful, eye-catching mural that brightened the surrounding of this popular playground.

The team also helped to refurbish and paint 15 one-bedroom rental homes in Block 3 and 4 Marsiling Road, which are occupied by the elderly and low-income families. Sprucing up these homes was timely for the coming festive season.

CDL's involvement in the Marsiling community is a partnership with the North West Community Development Council (CDC) under the North West Care & Repair Programme, where the CDC partners with the 3Ps (i.e. People, Private and Public) to improve the lives and social wellness of residents in the North West District. The Company is adopting two rental blocks in Marsiling Road as part of corporate social responsibility.

Dr Teo Ho Pin, Mayor of North West District says, "The North West CDC and the North West ComCare Local Network partners often come across needy families who do not have the means to upkeep their basic living conditions due to shortage of resources. As part of the CDC's 'Many Helping Hands' approach in assisting the needy, we are constantly seeking support from our corporate and community partners to improve the lives of our residents, so as to strengthen our social safety net. We are very happy to partner CDL in this North West Care & Repair Programme to benefit our community."

"This Staff Day is a prelude to the gamut of community engagement activities that CDL will be involved in for 2013. Through City Sunshine Club (CSC), our staff volunteer platform, we plan to extend our monthly food distribution and befriending programmes to the needy and elderly residents in Marsiling," said Mr Kwek Leng Joo, CDL Managing Director. On this occasion, Mr Kwek, together with CDL's senior management, took part in the paint work and distributed food hampers to the families.

Please refer to Annexes for visuals and photo captions of the day's activities.

For media queries, please contact:

Belinda Lee
Head, Corporate Communications
City Developments Limited
(Regn No: 196300316Z)

Joy Koh
Assistant Manager, Corporate Communications
City Developments Limited

Tel: 6428 9315

Tel: 6428 9313

ANNEX 1



Adding fun to the life of children from disadvantaged families – CDL staff spent its Staff Day on Saturday, 17 November 2012, adding splash of colours and fun to the playground at Block 3 and 5 Marsiling Road. The originally plain walls are now decorated with interesting graphic elements of a whale as well as happy children in bold and captivating hues. Children from the neighbourhood soaked in a fun moment with CDL Managing Director Mr Kwek Leng Joo (centre - fourth from the left) and staff volunteers, as they cheered the kids on. Over 200 CDL staff helped spruce up the children's playground as well as refurbished and painted 15 one-bedroom rental homes belonging to low-income and elderly residents in the neighbourhood.

ANNEX 2



A delighted Madam Shunah (right) and her three grandchildren thanked CDL Managing Director Mr Kwek Leng Joo (left), for her freshly-painted home in Marsiling. As a pleasant surprise, the family also received a food trolley filled with daily necessities such as rice, cooking oil, sugar, Milo, and biscuits. The food trolleys are a small gesture of goodwill that CDL hopes can help these residents, many of whom live on a combined monthly household income of not more than S\$1,500.

On Saturday, 17 November 2012, as part of CDL's Staff Day, over 200 CDL staff have been hard at work helping to refurbish and paint 15 one-bedroom rental homes belonging to low-income and elderly residents in the neighbourhood. The staff also helped to transform a children's playground at Block 3 and 5 Marsiling Road from its originally plain walls into colourful murals. The sprucing up comes just in time for the year-end festivities and upcoming new year.