



NEWS RELEASE

18 May 2007

CDL EMPLOYEES ADD ZEST OF CREATIVITY TO TEDDY BANK FUNDRAISING FOR ASSISI HOSPICE

The entire staff strength - all 300 employees at City Developments Limited's (CDL) headquarters – has enthusiastically embraced Assisi Hospice's "Teddy Bank" fund-raising campaign this year. In April 2007, within one month of adopting 60 teddy banks, CDL staff collectively raised about \$60,000, way surpassed Assisi Hospice's target of \$100 per bear!

The funds raised will go towards the palliative care of adults and children suffering from cancer and other life-limiting illnesses at Assisi Hospice. Assisi Hospice hopes to raise \$500,000 through this campaign, which ends in June 2007. (see * for more information on the fundraising mechanics)

A Fundraising Campaign with a Twist:

At CDL, there has always been a very strong culture of giving to charity in effort and in kind. However, the company also firmly believes in doing things differently. Not only did the employees raise as much money as they could through the support of their families, friends and business associates, but the company also injected a fun element of ownership and involvement from the patients of Assisi Hospice.

As a long-time corporate supporter of Assisi Hospice, CDL employees came together and contributed towards the good work of Assisi Hospice.

CDL turned this fundraising campaign into a competition for the staff and divided them into four different teams, each comprising 75 members. Each team adopted 15 bears. The winner of the competition will be determined not only by the most money raised during the last month but teams had to use their creativity to specially decorate and "dress-up" these special Teddy Banks. They had to be mindful that the dressed bears were meant to bring a smile to the faces of the beneficiaries and 'wow' them.

Employees undertook this task seriously and have spent painstaking hours dolling up the Teddy Banks as "Sailor-bear", "Fairy-bear", "Tarzan", "Cave-girl", "Hawaiian-bear", "Princess-bear" etc. What's more, a fair number of male colleagues were game enough to participate in this delicate task, much to everyone's surprise and delight!

The Teddy Bank pageant was held on Monday, 14 May, at Assisi Hospice with employees of CDL carting the 60 decorated bears, stuffed to the brim with donations amounting to some \$60,000.

For fair assessment of the best dressed bears competition, the judges for this Teddy Bank pageant were none other than the children and adult patients from Assisi Hospice who cast votes for their favourite bears. CDL will be donating back all the decorated bears to Assisi Hospice for the patients' enjoyment.

Sharing his thoughts on how his company has embarked on this unique initiative, CDL's Managing Director, Mr Kwek Leng Joo said, "There has always been a very strong corporate culture of giving to charity at CDL, in effort and in kind. However, we firmly believe in doing things differently by encouraging staff to have ownership and be involved so that they may see the impact of their contribution. I am heartened that our employees have not only put their heart and tireless effort to raise money for a good cause but also use their creativity to dress up the bears to cheer the patients up. We hope that more corporate supporters and individuals will come forward to support the good work of Assisi Hospice."

"We are impressed with the level of creativity and commitment from the staff of CDL, our long time supporter. The bears were so well decorated and the children had lots of fun voting for their favourite bear to win the pageant," said Geraldine Lee, Public Affairs & Volunteer Program Manager, Assisi Hospice.

*About the Assisi Hospice Teddy Bank Fund-Raising Campaign

Assisi Hospice hopes that with the adoption of each Teddy Bank (participants have to contribute a donation fee of \$10 for the adoption of a bear), individuals and families can save together and target towards contributing \$100 per bear during the campaign. Funds raised will go towards the palliative care of adults and children suffering from cancer and other life-limiting illnesses at Assisi Hospice. Assisi Hospice hopes to raise \$500,000 through their flagship campaign, which ends in June 2007.

Interested parties who wish to support can call Tel: 6347 6459 / 6347 6469.

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