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11 May 2021

To News Editor

**RALLYING THE COMMUNITY TO SHOW APPRECIATION TO FRONTLINE
HEROES FROM TAN TOCK SENG HOSPITAL**

Community takes action and lends words of support to provide timely morale
boost to TTSH staff

Companies, volunteers and residents from the North West District have responded with their words and actions, showing support and lending strength to the 12,000 frontline heroes, including 4,600 clinical staff, working at Tan Tock Seng Hospital (TTSH). Project #SGHeroes is a ground-up effort supported by North West Community Development Council (CDC) and Yew Tee Grassroots Organisations, aimed at rallying the community to show appreciation and lift the morale of the TTSH staff at this challenging time, as the hospital continues to be at the forefront in fighting the pandemic.

2 On 12 May 2021, the CDC and Heart of Yew Tee team will present the TTSH team with items to express the North West community's care and support for TTSH's efforts. Care Packs, which were fully contributed by sponsors who donated over \$500,000 in-kind or cash, will provide the TTSH staff with a

timely boost to their spirits. The Care Packs comprise health items such as vitamin tablets, cough and pain relief patches, skincare products such as face serums and eye masks, wellness items such as hair cuts and spa treatments, as well as food items such as beverages and snacks (see Factsheet at [Annex A](#) for details of Care Pack and sponsors). In addition to the Care Packs, the TTSH team will also receive well wishes, in the form of 5,000 handwritten thank-you cards penned by students in North West schools, and words of encouragement from residents submitted through the CDC's Facebook and Instagram pages.

3 In addition, Mayor Alex Yam will host a special episode of “Happy Kopitiam – Nurses Appreciation Night” on 14 May 2021, which will be live-streamed on Facebook. The episode will encourage viewers to share their thoughts and support for our frontliners.

3 Sharing the intent behind the effort to rally the community, **Mr Alex Yam, Mayor of North West District**, says: “We wanted to do a little something to show our frontline heroes at TTSH that we appreciate their efforts, and they should continue the battle with their heads held high. Personally, I am heartened by the enthusiastic response from the community to implement this ground-up effort swiftly given the current situation. The Care Packs and the compilation of words of encouragement that we have put together is truly a labour of love. It affirms the caring spirit and giving back culture in the North West District.”

4 North West CDC's involvement in facilitating the ground-up initiative underscores its philosophy to provide avenues for partners and volunteers to take up meaningful causes. **In the long term, the CDC aims for initiatives to be sustainable, through building on this network of volunteerism and the spirit of giving back to help the vulnerable in society.** The community is encouraged to actively tap on the CDC's funding or support for ground-up projects, and to turn their ideas into action. To find out more, partners and volunteers can visit the CDC's website¹, Facebook² and Instagram³ pages.

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¹ www.cdc.gov.sg/northwest

² www.facebook.com/nwcdc

³ www.instagram.com/northwestcdc

Media Invitation

The event is open for media reporting. However, to safeguard the health and safety of media partners, media is invited to cover the event offline and not attend on-site. Media interviews with some of the sponsors could be arranged over Zoom or voice call, depending on their availability. CDC will also provide event photos and videos to facilitate coverage.

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Enclosed:

- 1) Annex A – Details of Care Packs and Sponsors

About North West Community Development Council (CDC)

Established on 24 November 2001, the North West Community Development Council (CDC) functions as the local administrator of the North West District; initiating, planning and managing community programmes to promote community bonding and social cohesion. Being closer to the ground, the CDC will be more attuned and responsive to the specific needs of our communities.

We strive to align our activities and efforts with our mission:

(a) Assisting the needy

To help the less fortunate through local assistance programmes

(b) Bonding the people

To bond the community through projects & programmes to bring them closer to one another

(c) Connecting the community

To develop strategic partnerships with corporate and community partners to better serve our residents

The North West District comprises Holland-Bukit Timah GRC, Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC and Bukit Panjang SMC.

Factsheet on Care Pack and Sponsors

Items in Care Pack

Within a short space of time, several sponsors have stepped forward and answered the call to support the efforts to show of appreciation to TTSH staff. The specific items in each Care Pack include (in alphabetical order):

1. Vitamin Tablets
2. Chocolates
3. Hand Sanitisers
4. Instant Beverages
5. Cough and Pain Relief Patch
6. Eye Masks and Face Serum sachets
7. Cookies
8. Pillow Plushies
9. Facial Wash Foam and Moisturiser
10. Tiger Balm
11. Packet Drinks
12. Drink Satchets
13. Hair Cuts
14. Spa Treatments

Sponsors

The Care Packs have been made possible by generous sponsors who have agreed to contribute over \$500,000 in cash or in-kind. North West CDC and the Yew Tee Grassroots Organisations express our warm appreciation to the following organisations (in alphabetical order):

1. Ah Hong Holdings Pte Ltd
2. Beauty One International
3. Covenant Evangelical Free Church
4. First Avenue Holdings
5. Guardian Health and Beauty as part of Dairy Farm Group
6. Heart Warmers
7. Jurong Pioneer JC Alumni
8. PAssion Card
9. Queen Ginya Beauty Spa
10. Santorini Hair Spa
11. Wine & Kitchen
12. Yew Tee Patrons and Volunteers