

## MEDIA RELEASE

### Four Hopes, One Community

**SINGAPORE, 31 August 2019** – Defeated by years of being bullied in school, Belinda was demoralised, withdrawn and suffered from a low self-esteem. That all changed when she was introduced to TOUCH's youth development centre, A.p.t.i.t.u.d.e, or Aspiring People Transformed InTo Uniquely Dynamic Exceptions at ITE College East. Under the ASPIRE Programme hosted at the centre, Belinda was challenged to step out of her comfort zone by engaging in activities such as emceeing and being involved in an Interest Group on wedding planning. Today, after benefitting from the support and guidance given to her through the programme, 20-year-old Belinda has grown much in her self-confidence, taking on speaking assignments in public, and is open to attempting new things in life. She has also chosen to pay it forward as a youth worker with TOUCH to impact the lives of other youths in the community.

Belinda is just one of many individuals whose lives have been impacted because of the support shown by the community. To touch the lives of many other individuals who need support, TOUCH is organising **TOUCH Giving Festival** on **31 August 2019** at **OCBC Square, Singapore Sports Hub**. The festival which comprises a carnival and a fundraising run – **TOUCH Giving Run** – aims to celebrate the spirit of giving as One Community.

Individuals of all ages can pledge their support to one out of four social causes and champion their cause through a unique peer-to-peer fundraising campaign through *TOUCH Giving Run*. The run will also see some 2,000 runners covering a 4km route and four experiential pitstop activities in support of causes closest to their hearts.

Says Mr James Tan, Chief Executive Officer of TOUCH, "We've introduced the peer-to-peer fundraising element to this year's event because we believe that every individual has the potential to champion a cause they believe in. You don't need to be a public figure or a huge organisation to effect change. Much like the Ministry of Social and Family Development's "Many Hands Approach", we can all chip in to make our community better. If each of us takes the initiative to give and rally our network of family and friends to do the same in support of persons in need, we can activate the potential in our communities and grow together as a Giving Nation."

Curated with attractive live performances, games, food and merchandise stalls, the carnival is planned around the same four causes as the run. The four causes coined in the term "G.I.V.E" are **G**row Potential of Children, Youth & Families; **I**mpact Lives of People with Special Needs; **V**alue Wellbeing of People with Healthcare Needs; and **E**nrich Golden Years of our Elderly. The concept of "G.I.V.E." is extended to four Experience Stations at the carnival where participants can experience and learn in a fun and engaging way about the different challenges faced by individuals in need.

A community collaboration, *TOUCH Giving Festival* brings together members of the public and corporations such as AstraZeneca, Caterpillar, Dyna Mac, Rockwell Automation, State Street Singapore, Terumo, Tong Eng Group, and Yeo's to partner TOUCH in supporting a worthy cause.

TOUCH Giving Festival aims to raise \$1 million and proceeds will go towards impacting the lives of 200,000 families and individuals served by TOUCH

For more information on TOUCH Giving Festival, please visit [www.touchgivingfestival.sg](http://www.touchgivingfestival.sg).

- End -

**For media enquiries, please contact:**

**Pearl Peh**

**Head, Communications**

6431 0448 (DID)      9879 3620 (HP)

[pearl.peh@touch.org.sg](mailto:pearl.peh@touch.org.sg)

**Samantha Wong**

**Senior Lead, Communications**

6431 0440 (DID)      8128 7511 (HP)

[samantha.wong@touch.org.sg](mailto:samantha.wong@touch.org.sg)

## ABOUT TOUCH COMMUNITY SERVICES

Since 1992, TOUCH Community Services has served people of all ages, races and religions to see sustainable change and transformation in their lives. It believes in the worth and potential of every child, youth at-risk, family in need, senior and person with special or healthcare needs to grow, participate and contribute in the community. The heartbeat of TOUCH is to **activate potential, build independence, connect people** for mutual support, and **deliver impact** by developing sustainable solutions in society. For more information on TOUCH, please visit [www.touch.org.sg](http://www.touch.org.sg)

## ABOUT TOUCH GIVING FESTIVAL

*TOUCH Giving Festival* is TOUCH's signature charity carnival and run that serves to raise funds to help its beneficiaries take control of their lives. Curated with attractive live performances, games, food and merchandise stalls, the carnival is planned around four causes. The four causes coined in the term "G.I.V.E" are:

**G**row Potential of Children, Youth & Families  
**I**mpact Lives of People with Special Needs  
**V**alue Wellbeing of People with Healthcare Needs  
**E**nrich Golden Years of our Elderly

Proceeds from *TOUCH Giving Festival* will go towards impacting the lives of 200,000 families and individuals, served by TOUCH.

## ABOUT TOUCH GIVING RUN

*TOUCH Giving Run* is a fundraising run and is part of *TOUCH Giving Festival*. Participants will cover a 4km route and four experiential pitstop activities in support of causes closest to their hearts. The run is planned around the same four causes as *TOUCH Giving Festival*. Runners can also spearhead their own fundraising campaign for the beneficiaries of TOUCH through *TOUCH Giving Run* and its unique per-to-peer fundraising element.