

Media Advisory

Issued on 4 December 2021

Discover Tanjong Pagar Raises Over \$24K In Support of Tanjong Pagar Disadvantaged Elderly

Discover Tanjong Pagar raised over \$24,000 including a \$15,000 pledge by its members, from 27 October to 15 November 2021, as part of its annual *Tanjong Pagar Gives Back* movement. The fund raised is channelled towards purchasing grocery vouchers for over 750 elderly residents to provide further savings and relief to their household expenses.

The group worked closely with SG Cares Volunteer Centre @ Kreta Ayer, a partnership between Kreta Ayer-Kim Seng Citizens' Consultative Committee and New Hope Community Services, and Tanjong Pagar – Tiong Bahru Grassroots Organisations to run and launch this initiative. The students from Cantonment Primary School also contributed their talents in designing the voucher envelopes with simple and impactful messages.

Photo Caption: *Distributing grocery vouchers to over 750 elderly residents living in and around Tanjong Pagar, including Happy Villa & Yong En Elder Care on 4 December 2021, Saturday.*



Photo Caption:

Minister Indranee Rajah with Mr Kenneth Li, Chairman of Discover Tanjong Pagar (left) and Mr Ho Chuen, BBM, Chairman, Tanjong Pagar - Tiong Bahru Grassroots Organisations (right)



Photo Caption:

Minister Indranee Rajah with resident from Tanjong Pagar Plaza

Discover Tanjong Pagar, the first precinct under the Urban Redevelopment Authority's (URA) Business Improvement District (BID) programme to run a fundraising campaign for its community, Chairman of Discover Tanjong Pagar and Managing Director of Carlton City Hotel Singapore (新加坡卡尔登城市酒店董事总经理), Kenneth Li (李本俊) said, "We started the *Tanjong Pagar Gives Back* movement in 2018 with the aim of creating a Tanjong Pagar that cares about the community which we live and work in. At the heart of our community are seniors aged 62 years and above, approximately one in five residents of the Tanjong Pagar population.

With the pandemic, Singapore is seeing core inflation inching up this year driven by higher food prices. In the last few months, food inflation has continued to rise as well as prices for electricity and gas have increased. We can make a great difference by helping the vulnerable in our community who are most affected by the economic impact of the pandemic, so that they can continue to stay active and healthy."



Photo Caption:

Heartfelt messages of support on each of the voucher envelopes, personally designed by students from Cantonment Primary School in Tanjong Pagar.

Discover Tanjong Pagar is a collaborative partnership of property and business owners that have come together with a common aim to drive the transformation of this unique precinct. It will continue to advance the next thrust of its placemaking programme centred around the greening of Tanjong Pagar, enhancements to public spaces, as well as engaging activities aimed at involving the community and enriching the social fabric of the area.



Photo Caption:

From Left to Right: Mr Cheng Hsing Yao (郑馨尧) Chief Executive Officer, GuocoLand (国浩房地产集团) and Nominated Member of Parliament (NMP) 官委议员; Mr Chai Khye Yeien (蔡凯渊) Co-Chairman of Discover Tanjong Pagar and Assistant Director of Operation, Far East Hospitality (远东酒店集团); Ms Jacqueline Poey (培美玲) General Manager, Sofitel Singapore City Centre (索菲特新加坡市中心); Ms Indranee Rajah, Minister in the Prime Minister's Office, Second Minister for Finance and Second Minister for National Development, Adviser to Tanjong Pagar GRC Grassroots Organisations (Tanjong Pagar-Tiong Bahru); Mr Ho Chuen, BBM, Chairman, Tanjong Pagar - Tiong Bahru Grassroots Organisations; Mr Kenneth Li (李本俊) Chairman of Discover Tanjong Pagar and Managing Director, Carlton City Hotel Singapore (新加坡卡尔登城市); Mr Douglas Glen, General Manager, Carlton City Hotel Singapore (新加坡卡尔登城市酒店)

About Discover Tanjong Pagar (www.discovertanjongpagar.sg)

Set up in 2019, Discover Tanjong Pagar is a collaborative partnership of property and business owners that have come together with a common aim to drive the transformation of this unique precinct. Working alongside the public sector and business partners, Discover Tanjong Pagar represents, promotes, and delivers a range of programmes and campaigns supporting businesses and the wider Tanjong Pagar community.

The eight stakeholders of Discover Tanjong Pagar include Carlton City Hotel Singapore by The Carlton Collection, Downtown Gallery by OUE Pte Ltd, Guoco Tower by GuocoLand Singapore, Icon Village by Far East Organization, International Plaza by Tian Teck Group, Oasia Hotel Downtown Singapore managed by Far East Hospitality, Orchid Hotel and Sofitel Singapore City Centre.

www.discovertanjongpagar.com

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