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## **MEDIA RELEASE**

**EMBARGOED TILL 10:30AM, 5 SEPTEMBER 2021**

### **Community Chest's First Virtual Vertical Marathon Rallies The Community To Scale Five Virtual Peaks In Support Of Five Causes**

**SINGAPORE, 5 September 2021** – From Singapore's Bukit Timah Hill, to Indonesia's Mount Batur – scale new heights virtually with Community Chest, and contribute to a cause at the same time. **Community Chest Vertical Marathon 2021**, traditionally a companion event to the annual Community Chest Heartstrings Walk, will return as a standalone virtual event for the first time from 5 September 2021 to 31 October 2021. Co-organised with Marina Bay Sands, the vertical marathon aims to raise S\$2 million by rallying the community to participate in the virtual vertical marathon to support more than 100 social service agencies. All proceeds and donations raised will go towards five causes supported by Community Chest which include children with special needs and youth-at-risk, adults with disabilities, persons with mental health conditions, seniors and families in need of support.

Earlier this morning, Mr Tan Chuan-Jin, Speaker of Parliament and Advisor to the National Council of Social Service officiated the launch of Community Chest Vertical Marathon 2021, as Guest of Honour, by scaling 57 levels to reach the Marina Bay Sands SkyPark. He was joined by representatives from Community Chest and Marina Bay Sands.

Following the ascent, Speaker Tan joined Ms Sun Xueling, Minister of State for Ministry of Education and Ministry of Social and Family Development, who was present to host the launch of the Community Chest Vertical Marathon 2021. The launch event was live-streamed on Community Chest's Facebook page and featured students from Metta School and Rainbow Centre Admiral Hill School who put together a dynamic dance and skit in a pre-recorded performance.

Community Chest Vertical Marathon 2021 invites participants on a virtual expedition to scale five different peaks of various elevations across the region –, Singapore's Bukit Timah Hill (163m); South Korea's Mount Yongmasan (348m); Japan's Mount Takao (599m); Hong Kong's Lantau Peak (934m); and Indonesia's Mount Batur (1,717m). To mark Community Chest's 38<sup>th</sup> anniversary, this virtual marathon hopes to rally the community to achieve a collective 38,000m elevation.

Minister Sun Xueling said, "As we physically scale these heights, they also become a metaphor for all the challenges that are thrown our way, especially in these trying times.

When participants conquer the Vertical Marathon, I hope that this serves as a reminder and testament to the resilience and strength that we have. At the same time, you will be supporting and enabling our service users". As of 5 September 2021, more than S\$1.4 million has been raised for Community Chest Vertical Marathon 2021.

Mr Nicholas Ionides, Co-Chairperson of Community Chest Vertical Marathon 2021 Committee and Vice President of Communications at Marina Bay Sands and, said in his welcome address, "We have decided to bring back the shifted Community Chest Vertical Marathon as a standalone virtual vertical marathon. In this engaging digital format, we welcome everyone to join us on an adventure to scale these virtual peaks at their own time and pace. Together, we can be a unifying force to bring greater positivity and impact to our community. This truly epitomises and brings to life the spirit of Community Chest Vertical Marathon 2021's slogan, 'Together We Soar'."

Participants can join individually at S\$38 or form a team of two at S\$68 to embark on the virtual expedition. They can also top up S\$22 to receive an exclusive UNIQLO t-shirt featuring a design created by Muhammad Naufal Azhari Bin Jasmi from Rainbow Centre Margaret Drive School. Inspired by the HDB flat, a unique element in Singapore's landscape, he translated this familiar sight through a distorted graphical style into his own original Zentangle design. Upon conquering of the virtual peaks, participants will receive an e-badge. Participants can also engage in two challenges from this virtual vertical marathon - clock in the highest elevation, or participate in the social media photo contest, with each challenge giving participants a chance to walk away with attractive prizes.



*UNIQLO t-shirt featuring a design created by Muhammad Naufal Azhari Bin Jasmi from Rainbow Centre Margaret Drive School*

To bolster the fundraising efforts for the Community Chest Vertical Marathon 2021, Community Chest is also launching the Charity Masterclass series held virtually. In line with

the Year of Celebrating SG Women, the four masterclasses will be led by 4 different female instructors –Erlina Sidik, Webarre, Home Philosophy and Yogabar. From stress management tips to a barre workout, participants can participate and stay mentally and physically active for a good cause through these virtual masterclasses. 100% of the proceeds will go towards more than 100 social service agencies supported by Community Chest. Interested participants can secure a spot by registering at [comchest.gov.sg/charity-masterclass](https://comchest.gov.sg/charity-masterclass). More information can be found in **Annex A**.

The registration period for Community Chest Vertical Marathon 2021 runs from 5 September 2021 to 3 October 2021 and participants have till 31 October 2021 to clock in their elevation. All proceeds and donations raised will go towards over 100 social service agencies supported by Community Chest. Interested participants can register for this event on [comchest.gov.sg/verticalmarathon](https://comchest.gov.sg/verticalmarathon).

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**About Community Chest**

As the hallmark of care and share, Community Chest has been uniting the community to fundraise and serve those in need, since 1983.

Community Chest supports more than 100 social service agencies and over 200 programmes to meet underserved, critical social needs. As our fundraising and operating costs are covered mainly by Tote Board, 100% of your contributions goes towards empowering the lives of:

- Adults with disabilities
- Children with special needs and youth-at-risk
- Families in need of assistance
- Persons with mental health conditions
- Seniors in need of support

Find out more at <https://www.comchest.gov.sg>.

### **About SG Cares**

SG Cares is a national movement dedicated to building a more caring and inclusive home for all. The movement invites all who live in Singapore to put values into action through active volunteerism, ground-up efforts and everyday acts of care. It also aims to build capability across various sectors and organisations to grow opportunities for volunteering. By inspiring and supporting one another, we can show the world that we are a nation with a big heart.

Find out more at <https://www.sgcares.sg>.

### **About Community Chest Vertical Marathon**

The Vertical Marathon, a signature component of Community Chest Heartstrings Walk, will take on a life of its own come September 2021 as a standalone hybrid event to fundraise for over 100 social service agencies supported by Community Chest!

Co-organised with Marina Bay Sands, the Community Chest Vertical Marathon 2021, is a platform that aims to virtually unite people from all walks of life to scale greater heights while building a community that shares and a nation that cares.

Community Chest Vertical Marathon 2021 features an interactive digital platform that takes participants on a virtual expedition to scale five different peaks across the region.

Our slogan for this event is, "Together We Soar", and to mark Community Chest's 38th anniversary, this virtual event hopes to rally the community to achieve a collective 38,000m elevation over the campaign period from September 5, 2021 to October 31, 2021.

# CHARITY MASTERCLASS

In support of **Community Chest** Vertical Marathon 2021



To bolster the fundraising efforts for the Community Chest Vertical Marathon 2021, Community Chest is also launching the Charity Masterclass series held virtually. In line with the Year of Celebrating SG Women, the four masterclasses will be led by 4 different female instructors –The Charity Masterclass series comprises four classes held by Erlina Sidik, Webarre, Home Philosophy and Yogabar. From stress management tips to a barre workout, participants can participate and stay mentally and physically active for a good cause through these virtual masterclasses. 100% of the proceeds will go towards more than 100 social service agencies supported by Community Chest. Interested participants can secure a spot by registering at [comchest.gov.sg/charity-masterclass](https://comchest.gov.sg/charity-masterclass).

## Week 1: Stress Management by Erlina Sidik



**9 September 2021, 8pm – 9pm**  
**Registration closes on 6 September 2021, 12pm**

Stress and emotions around work, life and relationships cause us anxieties, affecting our mental states and well-being. Join Erlina Sidik, a Life Coach, as she shares tips and simple meditation techniques that help you manage your stressors effectively navigate challenges calmly and confidently.

Sign up today and find out how you could be one of three lucky winners to walk away with a 1-to-1 life coaching session worth \$180 and a slot at Community Chest Vertical Marathon 2021!\*

\*Details to be shared during the masterclass

## **Week 2: Barre Workout by WeBarre**

Coach: Anabel Chew



**16 September 2021, 8pm – 9pm**  
**Registration closes on 13 September 2021, 12pm**

Keen to know more about Barre? Barre is a workout combining the best ballet technique, Pilates and strength training into an invigorating full-body workout. Get fit with WeBarre's co-founder, Anabel, as she brings you through their signature WeBarre workout in this session!

Register and secure your slot today and find out how you could be a lucky winner to walk away with a set of 10 virtual barre sessions with WeBarre worth \$100 and a slot at Community Chest Vertical Marathon 2021!\*

\*Details to be shared during the masterclass

## **Week 3: Home Reno & Styling by Home Philosophy**

Coach: Rashi Tulshyan



**23 September 2021, 8pm – 9pm**  
**Registration closes on 20 September 2021, 12pm**

Working from home has become the new normal for most of us. So how best should we optimise or separate our work and living space? Get tips from Home Philosophy Founder Rashi on creating zen and wellness through home renovation and styling.

Sign up today and learn how you could be one of three lucky winners to win a slot at Community Chest Vertical Marathon 2021 and either a style consultation from Home Philosophy worth \$250 or a pouffe from Snowglobe worth \$180 or a tray from Ipse Ipsa Ipsum worth \$150 along with a slot at Community Chest Vertical Marathon 2021!\*

\*Details to be shared during the masterclass

**Week 4:  
Yoga (Hastha)  
by Yogabar**

Coach: Dwi Siswianti



**30 September 2021, 8pm – 9pm  
Registration closes on 27 September  
2021, 12pm**

Hastha yoga, the signature sequence of Yogabar, is a combination of fast and slow movements. Presenting, Dwi, the creator of Hastha. Let her show you how to synchronise your activities and breathe to challenge yourself with an energetic and detoxifying yoga practice.

Register for your Hastha yoga practice today and learn how you can be one of three lucky winners to win a slot at Community Chest Vertical Marathon 2021. All participants from this masterclass will receive a \$10 voucher off your next physical class/package at Yogabar.\*

\*Details to be shared during the masterclass. \$10 voucher from Yogabar is valid till 31 December 2021.