

CHRISTMAS
ON
A GREAT STREET

Community Chest
LIGHT-UP CEREMONY 2022

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MEDIA FACTSHEET

Christmas on A Great Street Community Chest Light-Up Ceremony 2022

The **Christmas on A Great Street Community Chest Light-Up Ceremony 2022**, held on **12 November 2022** at Ngee Ann City Civic Plaza, was attended by **Guest-of-Honour Madam Halimah Jacob, President of the Republic of Singapore** and hosted by **Minister for Social and Family Development and Second Minister for Health Masagos Zulkifli**. This is the 32nd year that Community Chest, the philanthropy and engagement group of the National Council of Social Service (NCSS), has co-organised the Light-up ceremony with the Orchard Road Business Association, with the Hitachi Group of Companies as its main sponsor.

In line with the year-end festive season, this annual event seeks to encourage individuals and corporates to make giving a part of living and support those in need. There are many ways to give and one way is by shopping for a good cause. This year's Light-Up Ceremony included a charity bazaar featuring food and drinks, lifestyle items and handicrafts produced by various social enterprises like JOURNEY by TOUCH Community Services, SPD Artisan Collab and YR Industries (a subsidiary of Yellow Ribbon Singapore) as well as other lifestyle partners.

Community Chest also officially launched its **Sharity e-store** at the bazaar with merchandise featuring Community Chest's iconic mascot. All proceeds from the Sharity booth and e-store will be channelled to Community Chest to support more than 100 social service agencies and over 200 critical programmes that empower children with special needs and youth-at-risk, adults with disabilities, persons with mental health conditions and seniors and families in need of support. The e-store also has a 'pay it forward' function that allows individuals or corporates to gift Sharity merchandise to communities in need this giving season. For more information, visit <http://sharity-club.myshopify.com>.

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In support of SG Cares Giving Week, Community Chest has been engaging corporates to give through donations or volunteering. SG Cares Giving Week is jointly organised by NCSS, the National Volunteer and Philanthropy Centre and SG Cares Office in support of Forward Singapore, to encourage giving through various forms like donations, volunteering of time, expertise and resources, or advocacy of causes.

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About Community Chest

As the hallmark of care and share, Community Chest has been uniting the community to raise funds 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 Group, 100% of your contributions goes towards empowering the lives of adults with disabilities, children with special needs and youth-at-risk, persons with mental health conditions and families and seniors in need of assistance. For more information, visit www.comchest.gov.sg.

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About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", "Pedestrian Night" and "Night At Orchard (NAO)" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

From 1 April 2019, ORBA has also taken over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation with lifestyle business along Orchard Road. There are more than 120 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw (Director of The Shaw Organisation Pte Ltd) as Chairman.

For more information, please visit www.orchardroad.org or <http://www.facebook.com/orchardroad.sg>.

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About SG Cares Giving Week 2022

SG Cares Giving Week is a key initiative of the national SG Cares movement held annually from 1 to 7 December, that celebrates the spirit of giving and seeks to make giving part of our way of life.

Jointly organised by National Volunteer & Philanthropy Centre (NVPC), the National Council of Social Service (NCSS), and the SG Cares Office, and in support of Forward Singapore, the SG Cares Giving Week aims to inspire individuals, businesses, non-profit organisations and the community to give their best for others by sharing their Time, Talent, Treasure and Voice in support of any cause they are passionate about, in all ways, big and small. These are the little acts, when multiplied by millions, that make a world of difference.

Start giving for a better tomorrow. Visit www.givingweek.sg to discover how Giving Gives Life.