

## FOR IMMEDIATE RELEASE

### MEDIA RELEASE

#### **New \$1.5 million milk fund scheme launched to help low-income families with young children**

- *NTUC FairPrice Foundation will contribute \$1 million to a new milk fund scheme; the five Community Development Councils (CDCs) in Singapore will support with a combined \$500,000*
- *The NTUC FairPrice Foundation-CDC Milk Fund will benefit up to 7,500 children from low-income families*

**SINGAPORE, 11 February 2017** – To help low-income families in Singapore with the purchase of milk powder for their children, NTUC FairPrice Foundation (FairPrice Foundation) is partnering the five Community Development Councils (CDCs) to set up a new \$1.5 million milk fund scheme for children aged between 6 months and 6 years. The amount disbursed to each family is dependent on the ages and number of children in the family.

2. The NTUC FairPrice Foundation-CDC Milk Fund comprises NTUC FairPrice Foundation's \$1 million contribution and the support of \$500,000 from the five CDCs, and will benefit up to 7,500 children from low-income families. The role of the CDCs will also be to identify eligible families and distribute the milk vouchers accordingly.

3. Mr Seah Kian Peng, Director of NTUC FairPrice Foundation, said, "Proper nutrition for young children is crucial as it forms the foundation to their overall well-being as they grow and develop. Milk is an important source of nutrients for them but families with financial constraints may have difficulties purchasing it. This new milk fund aims to make milk formula more affordable by alleviating some of the financial burden faced by needy families."

4. Mr Teo Ser Luck, Chairman of Mayors' Committee and Mayor of North East District, said, "The idea of a milk fund mooted by NTUC FairPrice Foundation comes very timely in the current economic climate. The CDCs are happy to partner NTUC FairPrice Foundation in this meaningful scheme to help low-income families with the purchase of milk powder for their children and ensure their children are not deprived of

milk which is highly nutritious and essential in their growing years. We hope that more corporate entities like FairPrice Foundation will step forward and do their part for the community.”

5. This new scheme will be launched by Mr Chan Chun Sing, Minister, Prime Minister’s Office, together with Mr Bobby Chin, Chairman of NTUC FairPrice Foundation, Mr Seah Kian Peng, Director of NTUC FairPrice Foundation, the five Mayors of the various CDCs, and Mr Desmond Tan, Chief Executive Director of People’s Association (PA).

6. To kick off the launch, 50 families that have been identified for the scheme participated in a grocery shopping trip at FairPrice Xtra @ Nex this morning. Each family was given milk fund vouchers based on their eligibility for the scheme, \$100 in FairPrice vouchers and a FairPrice personal trolley to purchase household items. The families were accompanied by FairPrice staff volunteers during their shopping trip, who shared tips on how they can stretch their dollar.

7. All milk fund vouchers can only be used to purchase milk powder for children at all FairPrice, FairPrice Finest, FairPrice Xtra and FairPrice Shop outlets, as well as Warehouse Club.

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### About NTUC FairPrice

NTUC FairPrice Co-operative Ltd was founded by the labour movement in 1973, with a social mission to moderate the cost of living in Singapore. From one supermarket, it has grown to become Singapore's largest retailer serving over half a million shoppers daily, with a network of over 140 outlets, comprising FairPrice supermarkets, FairPrice Finest and FairPrice Xtra. Its convenience arm comprises a network of over 160 FairPrice Xpress and Cheers convenience stores, which serves over 100,000 customers daily. [FairPrice Online](#) caters to over 115,000 subscribers offering a hassle-free online shopping experience. NTUC FairPrice also owns a Fresh Food Distribution Centre and a centralised warehousing and distribution company.

Today, with its multiple retail formats serving the varied needs and interests of people from all walks of life, NTUC FairPrice has kept pace with the changing needs of its customers while remaining committed to its social mission and its aspiration to be Singapore's leading world-class retailer with a heart.

Guided by the philosophy to do well in order to do good for the community, NTUC FairPrice launched FairPrice Foundation in 2008 to focus its giving efforts to provide a better life for the community. FairPrice Foundation focuses its giving on three strategic thrusts – the poor and needy, nation building and community bonding, and advancing workers' welfare. FairPrice has since donated over S\$98 million to the Foundation to further these three areas of focus.

For more information on NTUC FairPrice, visit <http://www.fairprice.com.sg>.

### About Community Development Councils

There are five Community Development Councils (CDCs), namely, Central Singapore CDC, North East CDC, North West CDC, South East CDC and South West CDC. Mayors of the Districts are Chairmen of the respective CDCs. The CDCs' 'ABC' mission is to Assist the Needy, Bond the People, Connect the Community. The Office of the Mayors are:

- (a) Ms Denise Phua, Mayor of Central Singapore District;
- (b) Mr Teo Ser Luck, Chairman of Mayors' Committee and Mayor of North East District;
- (c) Dr Teo Ho Pin, Mayor of North West District;

- (d) Dr Mohamad Maliki Osman, Mayor of South East District; and
- (e) Ms Low Yen Ling, Mayor of South West District.

For more information, please visit [www.cdc.org.sg](http://www.cdc.org.sg), [www.pa.gov.sg](http://www.pa.gov.sg), and [OurCommunity.sg](http://OurCommunity.sg)

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