



## **600 Preschoolers, Students and 3M Employees Lead the Step Up for 3000 Needy Elderly**

*- The third 3M Step-Up Challenge @ South East targets six million steps to raise \$150,000 worth of 3M health and safety products -*

**Singapore, July 9, 2015** – More than 600 preschoolers, students, working adults, active seniors and 3M employees stepped up for charity at a mass stair-climb held at Stadium Road, Singapore Sports Hub. At the launch of 3M Step-Up Challenge @ South East, young and old participants alike enthusiastically clambered up flight after flight of stairs, bringing them closer to the six million step target to raise \$150,000 worth of health and safety products for needy elderly.

For the third year running, the challenge is a joint effort of global science and innovation company 3M and the South East Community Development Council (SECDC) to spur residents, students and corporates on to bond and keep fit while lending a hand to the underprivileged at the same time. This year, the launch was led by Guest-of-Honour Mr Lim Biow Chuan, Member of Parliament for Mountbatten SMC and Grassroots Adviser to Mountbatten SMC Grassroots Organisations (GROs); Dr Mohamad Maliki Osman, Mayor of South East District; and Mr Arthur Fong, Managing Director of 3M Singapore. They were accompanied by 200 pre-schoolers from four PCF Sparkletots Pre-schools, 250 primary and secondary school students, 180 employees from 3M Singapore, teams from Gardens by the Bay and Singapore Management University, as well as two groups of active seniors from Team Strong Silvers and St Hilda's Community Services.

Guest-of-Honour Mr Lim Biow Chuan said, "The 3M Step-Up Challenge @ South East is a meaningful joint effort between South East CDC and 3M that provides a platform for the community to be active and charitable at the same time. This SG50, I am heartened to see so many come together to help underprivileged elderly, many of whom are from our pioneer generation, in our community."

3M Singapore's Managing Director, Mr Arthur Fong, said, "Giving back to the community is a big part of the 3M culture, and we believe in engaging people from all walks of life to join us in this

good cause. For the third year of this challenge, we hope to scale greater heights by making life better and safer for 3,000 underprivileged elderly. ”

### **Aiding Underprivileged Seniors**

This year, 3M pledges to donate a product from its health and safety range, for every 500 steps achieved during the eight week long campaign. This year’s target is to raise \$150,000 worth of products to provide 3,000 needy elderly in the South East District with a 3M Health & Safety pack each.

Each pack, worth \$50, consists of 4 useful products to help improve the seniors’ health and safety:

- 3M™ Safety-Walk™ Wet Area Matting
- Nexcare™ Gentle Paper Dressing
- Nexcare™ Waterproof Bandages for Knees & Elbows
- Nexcare™ Waterproof Bandages



### **Public Participation at Roadshows**

The 3M Step-Up Challenge @ South East will also be having its first public roadshow, allowing individuals to participate in this campaign. The roadshow will take place at the Sports Hub on 8 and 9 August 2015 as part of the Sports Hub’s SG50 Carnival.

A number of schools and organisations have already indicated their interest in holding their own Step-Up roadshows. Some of the more unique efforts include a special ‘high-elements step-up’ via a rock wall by the Outward Bound School; a collaborative stair-climbing between Nanyang Junior College students and residents of nearby Chuan Park condominium; as well as Ping Yi Secondary School ‘stepping up’ to friendship during International Friendship Day.

### **Sign up for the 3M Step-Up Challenge Today!**

Those who are keen on organising a 3M Step-Up Challenge event at their office, school or association and contribute to the six million step target, can get in touch with Ms Raine Ong at 6319 8728 or [raine\\_ong@pa.gov.sg](mailto:raine_ong@pa.gov.sg) for more details.

**About 3M Company**

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**About South East Community Development Council**

South East CDC was set up on 24 November 2001. It oversees the Marine Parade Group Representative Constituency (GRC), East Coast GRC, Joo Chiat Single Member Constituency (SMC), Mountbatten SMC and Potong Pasir SMC, and serves a population of about half a million residents. At the helm of South East CDC is Mayor Mohamad Maliki Osman, who steers efforts in achieving the three strategic thrusts that guide the work of the CDCs. Termed the 'ABCs of Community Bonding' — Assisting the Needy, Bonding the People and Connecting the Community — South East CDC initiates and manages programmes in collaboration with both community and corporate partners along these three strategic thrusts, so as to nurture a vibrant and self-reliant community.

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