

[Embargoed till Saturday, 6 January 2018 4.00 pm]

Media Release



4 January 2018

News Editor

INAUGURAL TRANSFORMERS RUN SINGAPORE 2018 – MORE THAN 800 BENEFICIARIES ENJOY A DAY OUT WITH SENTIENT ROBOTS

- **First-ever Transformers Run brings together myriad of corporate and community partners to promote community inclusiveness and family bonding**
- **More than 800 beneficiaries from South West District and all over Singapore to enjoy theme run as part of Festive Cheers @ South West**
- **Volunteers run side by side with disadvantaged families, vulnerable youth and People with Disabilities (PWDs) to show support and promote community bonding**

This Saturday, the South West Community Development Council (CDC), in partnership with I-PROMO and Infinite Possibilities Pte Ltd, will bring the inaugural Transformers Run Singapore 2018 to the community, and particularly vulnerable beneficiaries in the South West District. Held at Palawan Beach, Sentosa, the community event also marks the first-time collaboration, whereby Hasbro Inc., an American multinational company who makes toys for international titles such as Transformers, Star Wars and Avengers, work hand-in-hand with a local community partner for a social cause.

2 As part of Festive Cheers @ South West, beneficiaries from all walks of life will be given the opportunity to join the heroic Autobots led by Optimus Prime or cross over to the dark side with Megatron and his army of

Decepticons. Supported by SG Cares, Transformers Run Singapore 2018 is the brainchild of corporates and local community groups, to celebrate community inclusiveness and promote family bonding during the festive season.

3 Mayor Low says, “This first-of-its-kind Transformers Run Singapore 2018 in our district is a result of the collaboration between companies, individuals and the community. It’s all hands on deck as we work together to bring cheer and fun to the underprivileged and connect residents in an event for charity. The chance to run with characters from the Transformers will certainly make this new year a memorable one for many children and the young at heart.”

4 “I am very happy to be able to participate in the Transformers Run. Often, I do not get to spend much time with my family as my father is busy working hard to provide for us. We are very thankful to the organisers for giving us a chance to spend some time with each other. It is a good way to start the new year with quality family time,” says 10-year-old Muhammad Danial Bin Romy-Indra, a beneficiary from Loving Heart Multi Service Centre (Jurong) who lives with his parents and siblings in Jurong GRC.

5 The event will include a carnival with NERF game trials, fun inflatables, balloon sculptures by renowned local artist - Lily Tan, contests, food and beverages, music, Transformers merchandise and other Transformers showcase. More than 800 beneficiaries will get the opportunity to participate in the run, of which about 700 are from the South West District. Race tickets for beneficiaries are sponsored by corporates such as Koh Kock Leong Enterprise Pte Ltd., Michelman Asia-Pacific Pte Ltd. and others, alongside individual sponsorships. Also joining the crowd are para-athletes from Cerebral Palsy Alliance Singapore, who will be leading the run upon flag off.

6 A participant in the fun run is 22-year-old Mr Neo Kah Whye, a para-athlete and an alumni of Cerebral Palsy Alliance Singapore (CPAS), an organisation which provides an early intervention programme, special

education school, sheltered workshop and day activity centre for persons with cerebral palsy and highly advocates events that nurture inclusiveness. Kah Whye was diagnosed with cerebral palsy and uses a motorised wheelchair for mobility. He is a fan of the Transformers series. "I have watched five Transformers movies and I enjoy the live action and visual effects. I am thankful that the organisers have helped to arrange for a hydraulic van to transport me from my home to Sentosa for the run."

7 "We strongly believe in giving back to the community and we are delighted to give an opportunity to the families we have adopted to participate in such a fun run and meaningful event," says Mr Philip Choo, Finance Director from Michelman Pte. Ltd.

8 To benefit more in the community, the race organisers will also be going the extra mile by incorporating a community-for-community component to support local social and community causes. Part of the proceeds from ticket sales will go to social service organisations supported by Community Chest, and vulnerable families in the South West District.

9 The Adopt @ South West programme reaches out to needy families and vulnerable seniors living in rental to three (3)-room flats to ensure that no one falls through the cracks. This is part of the WeCare @ South West Initiative, which aims to strengthen the social safety net for the needy and vulnerable by getting the more able to help the less able, creating an environment of greater community ownership and collective responsibility, as well as a more caring society.

10 Details of the event are as follows:

Event : Transformers Run Singapore 2018
Date : Saturday, 6 January 2018
Time : 3.30 pm – 6.00 pm **(Media is invited at 3.15 pm)**
Venue : Sentosa Island, Palawan Beach
Guest of : Ms Grace Fu

Honour Minister for Culture, Community and Youth
Host : Ms Low Yen Ling
 Mayor of South West District

11 We would like to invite your reporter and photographer/TV crew to the **Transformers Run Singapore 2018**. Interviews will be arranged upon request. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officers

Ms Joscelin Tay
Assistant Manager (Corporate Management & Communications)
South West Community Development Council
DID: 6551 9278
Mobile: 9848 2711
Email: Joscelin_Tay@pa.gov.sg

Ms Nurulhuda Ab Rahman
Manager (Corporate Management & Communications)
South West Community Development Council
DID: 6551 9269
HP: 9452 5600
Email: Nurulhuda_Ab_Rahman@pa.gov.sg

About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001, with the mission to Assist the Needy, Bond the People and Connect the Community.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

About Festive Cheers @ South West

Festive Cheers @ South West is a programme initiated by South West CDC during the festive seasons to bring cheers to everyone, especially the vulnerable, across South West District. From December to February, South West CDC would rally volunteers from community and corporate partners to organise a series of festive activities and celebrations—ranging from social excursions, Christmas and Chinese New Year parties, back-to-school shopping for children, grant-a-wish, and distribution of festive cheers packs, to reach out to about 5,500 vulnerable residents across 27 rental blocks and nine (9) precincts under the Adopt @ South West programme.

PROGRAMME

Time	Programme
12 pm	Commencement of activities at carnival ground
3.15 pm	Media is invited <i>*Doorstop interview will be arranged</i>
4.00 pm	Arrival of GOH
4.10 pm	Tour of Carnival Ground and Interaction with Beneficiaries and Volunteers by GOH
4.30 pm	Race Flag-Off
5.00 pm	End of Programme