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26-YEAR-OLD BRIGHT HILL EVERGREEN HOME SEES DWINDLING VOLUNTEER NUMBERS AFTER MOVE FROM EAST TO WEST

OVER 100 SMRT STAFF AND ITE STUDENTS AND LECTURERS COME TOGETHER TO BRING EARLY CHRISTMAS CHEER

1. Over 100 SMRT staff and ITE College East students and lecturers today came together in a unique collaboration to lend support to the SMRT Silver Tribute Fund (SMRT 银悦基金) by turning hairstylists, masseurs, home designers and party organisers to bring early Christmas cheer to 180 needy elderly of Bright Hill Evergreen Home.
2. Bright Hill Evergreen Home, one of eight beneficiaries of the SMRT Silver Tribute Fund, was moved in June this year out of Bright Hill Road in Sin Ming to a temporary address at Senja Road in Bukit Panjang. As a result, the home lost volunteers as many became less willing to travel the distance from Toa Payoh, Bishan and Ang Mo Kio to Bukit Panjang. Through the collaboration with ITE, SMRT hopes to help the 26-year-old home usher in the New Year with new volunteers.
3. "We are very happy to have ITE College East students and lecturers joining us today as SMRT Silver Tribute Fund volunteers. ITE College East students from all three schools – Hair, Fashion & Design, Beauty Therapy and Administration, Sport Management and Accounting – have demonstrated strong leadership skills, and we are truly moved by their compassion for the elderly," said Mr Goh Chee Kong, SMRT Vice President of Corporate Marketing & Communications.
4. "We hope that through this first-ever collaboration, we can help raise awareness of the needy elderly across Singapore, and encourage more youths to step forward to give back to the seniors who have given us and our nation their best years."
5. At Bright Hill Evergreen Home, the day started bright and early when over 100 SMRT staff and ITE students and lecturers took over after breakfast through mid-afternoon to deck all halls and wards in the five-storey home with Christmas lights and decorations, and offer stylish new haircuts and soothing hand massages to the residents. A group of volunteers also put together a Christmas dinner and show with Santa and the SMRT Silver Tribute Fund mascots, 'Ah Gong' and 'Ah Ma', making a special appearance to the delight of the residents.

Media Release

6. Hubert Tan, an ITE second-year student in Higher Nitec in Sport Management who has volunteered with at least 10 homes for the aged in the last six years and was tasked with leading the 'Fun Taiji' performance said, "today is extra special as it is the first time I am serving as a volunteer with my classmates and lecturers."
7. Jimmy Huang, a first-year student in Higher Nitec in Business Administration who was nominated by his classmate by popular vote to dress up and role play as Santa said, "this is my first time playing Santa and I am very nervous but I hope I can bring the '*Ho! Ho! Ho!*' to every elderly in the home."
8. Maslinda Bte Jumahat, a first-year student in Higher Nitec in Business Administration said, "My aim today is to give all the 'Ah Gong' and 'Ah Ma' one of their best Christmases ever."
9. SMRT Silver Tribute Fund, set up in 2006, is the largest-ever charity effort launched by a public transport service provider. In the last two years, it raised close to \$2 million for more than 5,000 needy elderly and their caregivers from 10 voluntary welfare organisations. It is hoped that through the series of creative fundraising activities to garner the support of more friends and members of the public, the funds raised this year will more than match the previous year record.
10. To make a donation, please make your cheque payable to 'SMRT Silver Tribute Fund' and mail it to 'SMRT Silver Tribute Fund Sponsorship Committee, SMRT Corporate Marketing & Communications Department, 251 North Bridge Road, Singapore 179102. Donations in cash are entitled to double tax exemption. To register as a volunteer or to find out more, please visit www.smrt.com.sg.

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About SMRT Silver Tribute Fund

SMRT has been an active partner and supporter of community efforts over the last 20 years. In December 2006, we marked a milestone in our corporate philanthropy and outreach efforts with the establishment of the SMRT Silver Tribute Fund (SMRT 银悦基金). To date, we have helped more than 5,000 elderly in need and their caregivers from 10 welfare organisations through the generous support of business partners, friends and customers.

SMRT Silver Tribute Fund 2009/2010 hopes to continue to do our bit for the elderly in need across Singapore. They are the elderly who have been forgotten, abandoned or have no family, and who have to face the harsh realities of ageing alone. They are our nation's grannies and grandads in need.

As with previous years, SMRT will fully underwrite the fundraising cost with 100% of all donations going to the more than 5,000 elderly in need and their caregivers from the eight welfare organisations we are supporting this year.

We seek your support to join SMRT to give generously of your friendship to them.

Here are who you will help:

1. Alzheimer's Disease Association - Specialised Caregiver Support Service (Dementia)
2. Ang Mo Kio Family Service Centres – Ang Mo Kio-Yio Chu Kang Community Carers' Scheme
3. Asian Women's Welfare Association – READYCARE Centre
4. Bright Hill Evergreen Home
5. Kwong Wai Shiu Community Hospital and Nursing Home
6. Geylang East Home for the Aged
7. Singapore Leprosy Relief Association Home
8. Tan Tock Seng Hospital Community Charity Fund – Helping Elderly Patients Programme