

COMFORTDELGRO ADVERTISING ARM RAISES \$70,000 FOR NEEDY PATIENTS

6 February 2010 – The bulls may have gone into hiding but the cows certainly come out in full force. In fact, Moove Media’s famous cows have raised \$70,000 for charity.

The outdoor advertising arm of ComfortDelGro Corporation launched the “Moove Love” Charity Drive last October by commissioning five cows – “Rock”, “Sexy”, “Cool”, “Crazy” and “Fun” – which have been featured on customised products like badges, pens and stamps that were sold at retail outlets, bookstores, toy shops, post offices and pharmacies.

The funds raised will go towards the Home Nursing Foundation (HNF), a non-profit organisation aimed at providing quality and affordable home nursing services for the needy elderly sick in Singapore.

Today, fund-raising efforts culminated on the grounds of The Atrium@Orchard, Plaza Singapura, where Guest-of-Honour, Minister for Community Development, Youth and Sports, Dr Vivian Balakrishnan, unveiled Singapore’s largest ever badge montage. He will also pin up the last four badges to complete the 32 sq metres montage.

The montage, which is done up in a house-like structure, is a combination of four individual 3.6m by 2.2m montages sponsored by AXA Life Insurance Singapore (AXA), F&N Magnolia, Canon Singapore and East Asia Institute of Management (EASB). While each montage is decorated mainly with Moove’s colourful cow badges, two of them will feature signature items from the sponsors. Canon, for example, is incorporating photographs while F&N Magnolia is adding its tetra milk packs.

The badges were pinned up by some 100 ComfortDelGro staff, volunteers from National Volunteer & Philanthropy Centre, Avelife Foundation as well as students from EASB and Hwa Chong Institution the day before.



Said Mrs Jayne Kwek, Chief Executive Officer of Moove Media: “We wanted to show that fund-raising can be fun and creative. I wish to thank the public and our corporate sponsors for making this charity drive a success.”

Ms Loh Shu Ching, General Manager of HNF, is heartened by the support in spite of the economic downturn. She said: “I would like to thank ComfortDelGro and Moove Media for inventing such creative ways to raise funds for HNF.”

The Moove badge montage will be on display throughout the Chinese New Year period until the end of February. The public is welcome to participate in the “Guess the Number of Badges” competition via www.moovelove.blogspot.com or “Moove Love” on Facebook. The top five winners who guess the correct number of badges will stand to win attractive prizes.
