

For Immediate Release

Santa Comes a-Riding on a SingPost Tricycle



SingPost's Santa Claus and neighbourhood postwoman distributing Christmas gifts, to the delight of the elderly residents.



SingPost's Executive Vice President, Mr Loh Choo Beng, presenting a lucky draw prize.

Singapore, 11 December 2009 – Christmas came early to the Kolam Ayer neighbourhood as some 100 elderly residents soaked themselves merrily in the festive atmosphere yesterday.

As part of its Corporate Volunteerism programme, Singapore Post Limited (SingPost) organised a year-end party on 10 December 2009 to spread festive cheer and foster bonding with the senior residents who are already on its Food Goodie Bag programme. Held in a hall decked with Christmas ornaments, the residents were treated to entertainment, food, fun, gifts and lots of prizes. Close to 40 SingPost staff were on hand to mingle with and 'play' with the residents who thoroughly enjoyed the programme and gifts.

SingPost also jazzed up the event with its very own Santa Claus riding on a tricycle to distribute Christmas gifts to the elderly citizens, accompanied by the neighbourhood postwoman serving the Kolam Ayer area. The event was graced by Associate Professor Yaacob Ibrahim, Minister for the Environment and Water Resources, and Member of Parliament for Jalan Besar GRC (Kolam Ayer).

Since July 2008, SingPost has been reaching out to needy residents staying in one-room flats in Kolam Ayer through the Food Goodie Bag programme, with its staff digging into their own pockets to sponsor, pack and distribute food essentials.

Mr Wilson Tan, SingPost's Group Chief Executive, said: "SingPost believes in reaching out to the community that we serve, and we want to take our corporate social responsibility further by engaging our staff to do their bit for the underprivileged. I am heartened that our staff have been very forthcoming in corporate volunteerism, putting in their time, efforts and even personal donations to better the lives of others."

Other Contributions

As an extension of its support for its adopted charity, Food from the Heart (FFTH), SingPost has sponsored monthly food goodie bags to 50 needy students in Evergreen Primary School for a period of one year since this June.

Apart from the Food Goodie Bag Programme, SingPost has also been contributing to FFTH's Bread Distribution programme, collecting bread, pastries and cakes from hotels and confectioneries and delivering them to Self-Collection Centres six times a week. This programme started in June 2008.

This festive season, to bring cheer to the underprivileged, SingPost will be contributing 1% of its revenue from the Shop@Post's Christmas catalogue as well as the shipping revenue from the vPOST's Christmas promotion to FFTH.

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About Singapore Post Limited
(Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, offers reliable and high quality domestic and international postal services as well as end-to-end mail solutions including data printing, letter-shopping, delivery and mailroom management. It is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. SingPost has earned the honour of being the only postal company to have won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its Speedpost Worldwide service for eight consecutive years since 2001. As the owner of one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAM) and vPOST, its internet portal, SingPost provides convenience to its customers for a wide range of products and services, including agency, postal and financial services. SingPost's regional footprint spans 10 countries/territories in Asia Pacific where it offers cross-border mail services.

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