

Hope in Bloom

CapitaLand unveils unique hybrids from the King and Queen of Orchids in support of President's Challenge 2011

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(From left) His Excellency President Tony Tan Keng Yam and CapitaLand President & CEO, Mr Liew Mun Leong unveiling the two new orchid hybrids in support of President's Challenge 2011

As you enter the beautifully conserved two-storey black and white colonial bungalow located in the National Orchid Garden of Singapore Botanical Gardens, a delicate floral fragrance rises to greet your senses. This is no ordinary floral fragrance but inflorescence, a specially created scent that replicates the natural aroma of two hybridised orchid species, Cattleya CapitaLand and Phalaenopsis CapitaLand.

These two CapitaLand hybridised orchids were officially unveiled by His Excellency President Tony Tan Keng Yam and CapitaLand President & CEO, Mr Liew Mun Leong, to over 100 guests at Burkill Hall, National Orchid Garden last month.



The purple Cattleya CapitaLand and the pink and yellow Phalaenopsis CapitaLand orchids

Sowing for Future Generations

As part of CapitaLand's commitment to underprivileged children, 10 specially gold-plated blooms of the two prized orchid species were each sold at S\$20,000 to raise funds for President's Challenge 2011. In addition, CapitaLand Hope Foundation, CapitaLand's philanthropic arm, matched dollar-for-dollar the funds raised from the sale to bring the total donation amount to S\$400,000.

The corporate donors that bought the commemorative sets for charity were Credit Suisse, DBS Bank, Davis Langdon & Seah (Singapore) Pte Ltd; J.P. Morgan (S.E.A.) Limited, Rajah & Tann LLP, Ssangyong Engineering & Construction Co. Ltd, Standard Chartered Bank, UBS AG, UOB Ltd and Wong Partnership LLP.



CapitaLand President & CEO Mr Liew Mun Leong (L) and CapitaLand Hope Foundation Chairman Mr Lim Chin Beng (R) presenting the \$400,000 cheque to President Tony Tan Keng Yam (centre) for President's Challenge 2011

Mr Lim Chin Beng, Chairman of CapitaLand Hope Foundation, said, "CapitaLand Hope Foundation is pleased to be supporting President's Challenge again this year. From 2008 to 2011, we have donated close to S\$1,000,000 to more than 20 welfare organisations supporting needy children in Singapore through President's Challenge. The Foundation will continue our pledge of hope, of love, of building for tomorrow, so that we can continue to see goodness bloom and goodwill flourish."



Figure 1(Second from left) CapitaLand Chief Corporate Officer, Ms Jennie Chua, CapitaLand President & CEO, Mr Liew Mun Leong, President and Mrs Tony Tan Keng Yam viewing the "Goodwill Tree" with orchid paintings by children from CapitaLand Xingfuzhilu Hope School in Inner Mongolia, China and CapitaLand Nang Yen Primary Hope School in Vietnam

Mr Lim and Mr Liew also presented the cheque donation to President Tan for President's Challenge 2011. The money will go towards programmes for underprivileged children for shelter, education and healthcare needs.

Blooms of CapitaLand's Spirit and Vision

The two blooms are creations of How Wai Ron who has originated many hybrids in Singapore, and was honoured in 1999 with the OSSEA Eric Holtum Gold Medal, awarded by the Orchid Society of South-East Asia. Cattleya is crowned "King of Orchids" and has a purple petals splashed with white. Phalaenopsis is the "Queen of Orchid" with pale yellow and pink petals. Both orchids display characteristics that embody spirit and vision of CapitaLand.

The fresh delightful scent of "inflorescence" is a spirited blend of orchids, lilac hearts and green accords with pears and apples;

the harmonious confection conjures the imagery of CapitaLand, a brand of distinction and grace. The soft infusion of musk and tonka evokes CapitaLand's history and heritage, and celebrates the organization's steadfast credence and conviction.

Of the decision to use orchids, Mr Liew said, "Orchids have long been associated with love, beauty and resilience, with its presence dating back to 500 B.C. Cultivating orchids take patience, skill and creativity - the same elements essential to building quality properties. It is CapitaLand's mission to build a lasting company and the evergreen nature of the orchid heritage is an inspiration to us."

Blooms of Hope

Paintings of the CapitaLand orchids by students from CapitaLand Xingfuzhilu Hope School in Inner Mongolia, China and CapitaLand Nang Yen Primary School in Vietnam were displayed on a "Goodwill Tree" at the event, alongside other orchid information exhibits and "inflorescence" scent station.

The funds raised at this event will go to eight organisations under President's Challenge 2011: Beyond Social Services; Filos Community Services; Life Community Services Society; Movement for the Intellectually Disabled of Singapore; REACH Community Services Society; Singapore Children's Society; Society for the Physically Disabled; and St. Andrew's Autism School.

"With this donation, we no longer have to worry about our finances. Instead, we can concentrate on the children and enlarge our scope of services so we can do more," said Rachel Leong, Business and Administration Manager, REACH Community Services Society.



(From right) Mr Liew Mun Leong, President and Mrs Tony Tan Keng Yam and Ms Jennie Chua with the children from REACH Community Services Society and Life Community Services Society

James Wong, CEO of Life Community Services, added, "We are very thankful that there are such good corporate citizens like CapitalLand. I wish there were more of them out there."

Guests were also treated to a jazz dance number by children from Beyond Social Services, a creative way on their part of expressing their thanks and gratitude.

"We practiced three times a week for five weeks to prepare for this performance," said 11-year-old Hafizah.

Also showcasing their creativity were local children from REACH Community Services Society and Life Community Services Society.

At an orchid-theme workshop conducted for them, they were taught to make origami orchids, followed by entertaining activities such as face painting and balloon sculptures.

After the workshop, 10-year old Rifdi Ronaldo from REACH Community Services Society was able to make different origami crafts while and 8-year-old Yunie Sarah from Life Community Services Society beamed, "I am really enjoying myself!"

The chance to bring a hope and a smile to children in need and to contribute to biodiversity through hybridised orchids – CapitalLand could not have chosen a better way to give to society and the environment.