

Bear-ing Gifts for the Season

CapitaLand's Because iCare – *Kai Kai* and *Jia Jia* Charity Drive for President's Challenge 2012 gives reason to spend for a good cause

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Children beneficiaries performing a specially-choreographed Panda Dance for the guests at the launch of the Because iCare – *Kai Kai* and *Jia Jia* Charity Drive for President's Challenge 2012

11-year-old Mohammed was bursting to talk about his part at the launch of CapitaLand's Because iCare – *Kai Kai* and *Jia Jia* Charity Drive at the Giant Panda Forest at River Safari, Singapore.

"We will be dancing for the President of Singapore," he crowed with obvious pride. "We have been practising for more than a month."

50 children beneficiaries from Infant Jesus Homes and Children's Centres (IJHCC) and Society for the Physically Disabled (SPD @ Tampines) had been invited to the event that included some 200 guests and the guest-of-honour, President Tony Tan Keng Yam. Sameer was one of a dozen or so of the children chosen to present a panda dance choreographed by CapitaLand volunteers at the event.

In keeping with its people-focus mantra 'Building People' since 2008, CapitaLand has been contributing to the President's Challenge since 2008. It has donated over S\$1 million in all to benefit underprivileged children. This year, as the Presenting Sponsor and Conservation Donor of the 10-year Giant Panda Collaborative Programme, CapitaLand's fundraising efforts are centred on the two panda ambassadors – *Kai Kai* and *Jia Jia*.

"CapitaLand is pleased to support President's Challenge in reaching out to children beneficiaries. By helping underprivileged children fulfill basic needs in their early years, we are not only building a better future for them but for their families as well. CapitaLand is committed to giving back to the communities we operate in through our philanthropic efforts," said Mr Ng Kee Choe, Chairman of CapitaLand Group.

Corporations Spending for a Good Cause



Mr Ng Kee Choe, Chairman of CapitaLand Group, presented the S\$200,000 cheque to President Tony Tan along with Mr S R Nathan, Chairman of CapitaLand Hope Foundation (CHF), CapitaLand's philanthropic arm; and Mr Liew Mun Leong, President and CEO of CapitaLand Group, and Director of CapitaLand Hope Foundation



Mr Ng Sey Ming, Equity Partner, representing Rajah & Tann LLP, one of the loyal donors of CapitaLand, to receive the gem-encrusted philatelic frame from President Tony Tan; and Mr Liew Mun Leong, President and CEO of CapitaLand Group, and Director of CapitaLand Hope Foundation

10 corporate donors each bought a limited edition Because iCare – *Kai Kai* and *Jia Jia* philatelic frame. Together, DBS Bank, DCA Architects Pte Ltd, J.P. Morgan (S.E.A.) Limited, Morgan Stanley Asia (Singapore) Limited, OCBC Bank, Rajah & Tann LLP, RSP Architects Planners & Engineers (Pte) Ltd, Shimizu Corporation, Standard Chartered Bank and The Hong Kong and Shanghai Banking Corporation Limited helped to raise S\$200,000 for President's Challenge 2012. The philatelic frame contained a gem-encrusted illustration inspired by the special *Kai Kai* and *Jia Jia* commemorative stamp series commissioned by Singapore Post and took artisans over 14 days to handcraft.

The Public Spending for a Good Cause



Children beneficiaries getting their first look at the giant pandas

In addition to the amount donated by the corporations, CapitaLand hopes to raise more through the sale of panda eco-bags at 29 of its participating properties. It intends to increase its contribution from the current S\$235,000 to S\$350,000. Each pair of panda eco-bags retails at S\$20. CHF will donate S\$10 to President's Challenge 2012 with every eco bag sold. So far, some 10,000 pairs of eco bags have been sold. [Click here](#) for the list of sales locations.

"This charity drive combines CapitaLand's commitment to building a better future for underprivileged children and its efforts towards giant panda conservation as the Presenting Sponsor and Conservation Donor of the Giant Panda Collaborative Programme. We hope our stakeholders and the community-at-large will join us in contributing towards these two meaningful causes by supporting the *Kai Kai* and *Jia Jia* Panda Eco-bags Charity Drive," said Mr Liew.

There is also a chance to be among the first in Singapore to catch *Kai Kai* and *Jia Jia* in action by participating in the CapitaLand Hope Foundation Pandas'tic Eco-bag Photo Contest from 16 November to 6 December 2012. Simply submit a photograph of yourself, your family, or friends carrying or using the CapitaLand *Kai Kai* and *Jia Jia* panda eco-bag in a creative way on [CapitaLand's Facebook page](#). The top 10 entries with the most votes will win four River Safari tickets.

Benefiting from the Generosity



As part of the P.E.E.K. tour, the children did some colouring, learnt about conservation and the giant panda's new home

All the guests including the 50 children beneficiaries were treated to an exclusive preview of the giant pandas *Kai Kai* and *Jia Jia* in their new 1,500-square-metre home as part of the launch of the charity drive.

11-year-old Sriam was particularly thrilled, "I get to be one of the first in Singapore to see these pandas."

"I want to see the pandas eating, nine-year-old Kavina chipped in.

The children were given a guided, educational tour as part of CapitaLand's **P.E.E.K (Providing Educational Exposure for Kids) programme**. Sriam in particular, could hardly contain his excitement and wonder. He absorbed every bit of information and even had suggestions of his own on how to protect the pandas from poachers.

"They should have a special place for these pandas with unlimited supply of bamboos where no humans are allowed," he said, amazing the volunteers who hosted the children.



Buy these specially-made CapitaLand *Kai Kai* and *Jia Jia* Giant Panda eco-bags at any of the 29 locations in Singapore and CapitaLand Hope Foundation will donate \$10 to the children beneficiaries of President's Challenge 2012 for every pair sold

Priscilla Hock, Manager, Global Sales Management, The Ascott Limited, one of the 30 volunteers for the tour said, "This is my first time volunteering for a P.E.E.K. event. I think this is a great opportunity for me to volunteer and help out. I have always wanted to be a volunteer."

"I wanted an opportunity to interact with children since I don't have any of my own yet. They turned out to be quite great," added Tan Yann Jin, Senior Project Executive, CapitaLand Residential Singapore.

In this season of giving, why not do your part for children and the environment, and be a part of the President's Challenge 2012. Buy a pair of panda eco-bags. After all, everyone loves a person who bears gifts.