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SINGAPORE

# Top contributors to President's Challenge honoured

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MediaCorp is among six recipients of the prestigious Pinnacle Award which honours those who have made "long-standing, generous and impactful contributions to the President's Challenge".

PHOTOS VIDEOS



2014's President's Star Charity show raised more than S\$6.3 million. (Photo: MediaCorp)

CAPTION

SINGAPORE: Over 30 organisations and individuals were recognised for their contributions to the President's Challenge on Friday (Mar 13).

MediaCorp is one of six recipients given top honours with the prestigious Pinnacle Award. Singapore President Tony Tan Keng Yam presented the award to MediaCorp CEO Shaun Seow during a dinner at the Istana on Friday evening.

The company has been supporting the President's Challenge mainly through the President's Star Charity show. The annual live show features star-studded performances to encourage the public to make donations to beneficiaries of the President's Challenge, including at-risk youth, people with disabilities, needy elderly and families in distress.

Last year, the show raked in S\$6.32 million in donations and since 2000, it has raised a total of more than S\$55 million for the President's Challenge.

"For MediaCorp, the corporate social responsibility for us is really a commitment to building a better society, so we leverage on our star power, our media reach and our ability to galvanise the community to do good," said Mr Seow.

"And so we treat the President's Star Charity show very seriously and we want to make a success of it and so to be recognised for it tonight is a real bonus."

CEO of the National Council of Social Service Sim Gim Guan said: "Many organisations are helping in a big way, like in terms of the funds being raised under the President's Challenge, but beyond raising



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funds, they are bringing in their skills, their talent. For example, MediaCorp would be able to bring in their talent with regard to publicity, as well as outreach."

The other five recipients of the Pinnacle Award are the Lee Foundation, Kwan Im Thong Hood Cho Temple, Singapore Pools, Dr Stephen Riady and the Tote Board. Twenty-six other organisations were also recognised in two other award categories - the Loyal Supporter and Outstanding Supporter Awards.

YMCA president Stephen Loh said: "I think it helps our cause very strongly, because the President's Challenge is a very long-running programme and it has recognised many, many community service organisations and by having this recognition it helps us to gain a lot of traction with donors, with volunteers, with supporters and other patrons of the work that we do as YMCA."

President Tan said the award recipients exemplify the spirit of giving and caring, which is what the President's Challenge stands for. He said the President's Challenge will seek to rally Singaporeans as a community to build an inclusive society.

The dinner also marks the start of the year-long President's Challenge, which is celebrating its 15th anniversary this year. The President's Challenge was initiated in 2000 by former President S R Nathan to encourage Singaporeans to give to the less fortunate. It has raised a total of \$150 million for more than 500 charitable organisations so far.

"President's Challenge 2015 will expand its engagements with various community groups, including grassroots organisations, clan associations and schools, to encourage Singaporeans to be engaged in contributing to the community in various areas that they have a passion in," said Dr Tan.

"The Citi-YMCA Youth for Causes is one such programme. In partnership with the private sector and NUS Business School, this social entrepreneurship and youth development programme encourages our youth to run their own community projects for a social cause of their choice. The youth are supported with seed funding, training and volunteer mentorship," the President added.

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