



## **MEDIA RELEASE**

### **SINGAPORE CHILDREN'S SOCIETY COUNTS OCBC BANK AS ITS LARGEST CORPORATE SPONSOR**

Singapore, 8 March 2005 – Singapore Children's Society announces today that OCBC Bank is its largest corporate sponsor, in an official adoption ceremony at its Convalescent Home. Besides contributing S\$2.5 million over a five-year period to the Children's Society, employees of OCBC Bank will also volunteer their personal time to participate in the development programmes for the children and youths at all the 9 service centres under the care of the Children's Society.

Said Mr Koh Choon Hui, Chairman of Singapore Children's Society, "We are very pleased that OCBC Bank has chosen to work with us to further our cause. With over 4,000 employees in Singapore alone, the resources OCBC Bank brings to the Singapore Children's Society is enormous. This means our children and youths get exposed to a myriad range of activities through the workshops that OCBC staff run to share their life-skills, interests and hobbies. We are encouraged by the response of OCBC's employees in volunteering to work with our children and youths. The benefits from the interaction and bond-building activities are immeasurable."

OCBC Bank's Chairman, Dr Cheong Choong Kong, said "By working with the Singapore Children's Society to help children and youths, we are also affirming OCBC's role in supporting the community, a role we take very seriously. This is also a natural extension of our desire to serve, whether it be our own customers or the community at large."

Dr Cheong further emphasised that maximising returns to the shareholder is not the be-all-and-end-all of a corporation such as OCBC Bank. Responsible corporate citizenship must extend beyond the purely commercial.

At the ceremony today, senior executives and employees of the Bank were treated to an entertaining performance by children from the Convalescent Home. Children and youths of the Children's Society also joined hands with executives of OCBC Bank to make rolls of "popiah" for tea, a symbolic activity to mark a unique start to this very special relationship.

Since 2004, OCBC Bank's employees have committed both resources and time to enriching the lives of the 12,000 children, youths and families under the care of Children's Society, as part of its staff volunteer programme established to address the Children's Society's changing needs. Currently, OCBC Bank's volunteer programme has activities spanning sports and

tuition to money management workshops specially-tailored to age groups from 2-16. For example, teenagers from the Children's Society's Roundbox will train with OCBC Bank's dragon boat team on selected weekends whereas kindergarteners, primary and secondary-schoolers can choose from the 6 specially-designed money management workshops conducted annually.

Ms Yap Lai Kwan from Group Quality and Process Innovation, OCBC Bank said, "Given our daily busy schedule, it's quite unlikely that individuals will take the initiative to actively find ways in which they can contribute, but with our social responsibility programme, it's now easier for us to give back to the community."

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### **About OCBC Bank**

OCBC Bank is Singapore's longest established local bank. It has assets of S\$120 billion and a network of 112 branches and representative offices in 14 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Japan, Australia, UK and USA. OCBC Bank offers a range of specialist financial services including consumer, corporate, investment, private and transaction banking, global treasury, asset management and stockbroking services to meet the needs of its customers across communities. Its subsidiary, Great Eastern Holdings, is the largest insurance group in both Singapore and Malaysia in terms of assets and market share.

In 2004, OCBC Bank was named Lafferty Group's Retail Bank of the Year in Asia-Pacific and South East Asia and *Global Finance* magazine's Best Bank in Singapore. Additional information may be found at [www.ocbc.com](http://www.ocbc.com).

### **About Singapore Children's Society**

Singapore Children's Society has been supporting needy children and families since 1952. The key services include children residential care for those who are neglected and abused, family service, youth service, school based projects, student care service, children's help-line, child abuse prevention and research. Currently, Children's Society reached to about 12,000 children and their families in Singapore through our 9 service centres. The annual operating expenditure per year is around \$5 million.

In 2004, Singapore Children's Society was given the inaugural Best Non-Profit Organisation Award by NVPC, and 2<sup>nd</sup> Runners-up at the Asia Pacific NGO Awards, held in Manila.

Event is held today, 8 March 2005 (Tue) at 3.30 pm. Venue is:

**Singapore Children's Society's Convalescent Home**  
**420 Keramat Road, off Admiralty West**  
**Singapore 758859**  
**(Tel 62573172)**

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