



## **MEDIA RELEASE**

### **150 LUCKY CHILDREN AND THEIR FAMILIES TO BE AMONG THE FIRST IN SINGAPORE TO WATCH THE PREMIERE OF *STAR WARS EPISODE III*, THANKS TO OCBC BANK**

Singapore, 13 May 2005 – The Singapore Children's Society announces that OCBC Bank is sponsoring 150 children and their families to attend the *Star Wars Episode III* Gala Charity Premiere on Monday night, 16 May 2005 at GV Grand. OCBC Bank, the Society's largest corporate sponsor, has also donated S\$26,265 towards this Gala, in addition to the \$2.5 million committed to the Society from 2004-2008.

The Gala is one of the Society's major fund-raising events for 2005, and is jointly organised with the Singapore Film Society, in association with 20<sup>th</sup> Century Fox. *Star Wars Episode III – Revenge of the Sith* opens to the public on Thursday 19 May 2005.

Mr Alfred Tan, Executive Director of the Singapore Children's Society said, "We are very privileged to have the support of OCBC Bank. Not only have they donated \$26,265 towards this fund-raiser, they have also invited 150 children and their families to this long-awaited final instalment of the Star Wars series, instead of using these seats for corporate entertainment. We want to thank OCBC Bank for this kind gesture, which will definitely delight the children with the truly memorable experience of being one of the first few people in Singapore to watch this movie."

As an extension of its EveryDay Lucky Draw campaign, the Bank came up with the idea to sponsor an entire cinema hall at GV Grand for the benefit of the children and their families. The EveryDay Lucky Draw campaign is a year-long campaign that awards prizes daily to lucky deposit customers of OCBC Bank. For the Gala Charity Premiere, the Bank wanted to do its part by giving monetary support as well as extending this campaign's "lucky" concept to benefit the children from the Children's Society.

"The premise of our EveryDay Lucky Draw is that anyone can be lucky, and good things can happen to anyone. In this case, the spotlight will be on 150 children and their families, as they will be among the privileged few in Singapore to preview the biggest blockbuster movie of the year," said Mr Andrew Lee, Head of Consumer Financial Services Singapore, OCBC Bank. "It is like winning \$150 each, which is the price of a ticket. We hope this small gesture on our part will put a smile on their faces."

In addition to the donation, which comes from OCBC Bank's Wealth Management unit, individual staff from the Bank also made personal contributions towards this fund-raiser.

Besides OCBC Bank, this event has received strong support from both individuals and corporate organisations such as Sony Ericsson, Cargill Singapore, the Economic Development Board and Mazda Motors.

The Gala will also feature a charity auction. The following items will be auctioned off, and proceeds will go to the Children's Society:

- Nine limited-edition 3G phone sets (base price per set: \$988), courtesy of Sony Ericsson
  - One set of 8 exclusive collectible *Star Wars Episode III – Revenge of the Sith* posters (base price: \$888), courtesy of 20th Century Fox
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### **About the Singapore Children's Society-OCBC Bank Partnership**

OCBC Bank is the Singapore Children's Society's largest corporate sponsor, with a contribution of S\$2.5 million over a five-year period beginning in 2004. As part of this community project, OCBC Bank has also established a staff volunteer programme to address the Children's Society's changing needs. Employees of OCBC Bank volunteer their personal time to participate in the Children's Society's development programmes for the 12,000 children, youths and families under its care.

Currently, OCBC Bank's volunteer programme has activities specially tailored to the 2-16 age group, ranging from sports and tuition to money management workshops. For example, teenagers from the Children's Society train with OCBC Bank's dragon boat team on selected weekends, while kindergarteners and primary- and secondary-schoolers can choose from the 6 specially-designed money management workshops conducted annually.

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

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

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

## **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 the Singapore Film Society**

The Singapore Film Society has over forty years of history and experience in conceptualising, programming, marketing and managing a wide spectrum of movie events. Besides these events, it also runs a year-round programme averaging over two hundred films.