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# Media Release

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**To: News Editors**

13 May 2022

**SHOPPING WITH AN EASE OF MIND MADE POSSIBLE BY A MEANINGFUL PARTNERSHIP**  
*24 families and 50 volunteers spent a Friday afternoon together shopping for household necessities and groceries*

**Singapore, 13 May 2022** – Grocery shopping may come across as a simple and common household chore for many. However, some families may find it harder than others to accomplish this necessary task due to financial struggles. Furthermore, this reality has been made harsher with the high inflation cost and the rising cost of living in Singapore.

**South East Community Development Council (CDC)** has various partner networks to well support, facilitate and empower community-initiated projects. In 2018, South East CDC and global developer, Prologis, had come together sharing a common goal, to enable needy households in the South East district the chance to shop without worry of any hefty bill. The intent is to shower care upon the families with provision and options for their immediate needs. Hindered by Covid-19, South East CDC and Prologis decided to re-embark on this meaningful initiative once again this year.

Today, staff volunteers from Prologis and youth volunteers from South East CDC were paired up with 24 families for a shopping trip to FairPrice supermarket at Block 212 Bedok North Street 1. Each family was given a budget of \$100 to spend on any item or grocery they would like to have. The aim was to provide the families with an ease of mind to have a carefree shopping trip. Many families went home with their hands filled with bags of groceries and their hearts filled with warmth and happiness.

**Mr Fahmi Aliman, Mayor of South East district**, had joined the residents and volunteers in the shopping activity. He shared, “As we face the harsh realities of the rising cost of living, it is important that we stay strong together and support one another. I am heartened that South East CDC has linked up our partner, Prologis, and Social Service Office@Bedok to support these families in their purchase of daily necessities and groceries. Seeing the smiles on everyone’s faces today, be it volunteers or beneficiaries, reminds the importance and significance of such meaningful partnerships. At CDC, we welcome great initiatives from schools, non-profit organisations, corporate companies and individuals. We are ready to connect and facilitate platforms for anyone to reach out and make a difference of their own.”

Similarly, **Mr Philip Tay, Director of Asset Management, Prologis Singapore**, shared that “I am honoured to represent Prologis to participate in today’s event. May 13<sup>th</sup> is Prologis

IMPACT Day, where all our Prologis staff around the world, in countries such as Japan, Denver & Amsterdam are contributing to society in various ways. Here in Singapore, I hope our little voucher contributions will bring some smiles to the beneficiaries.”

For more information, you may reach **Ms Beatrice Yap** at 9233 0765/  
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### **About South East Community Development Council**

South East CDC was set up on 24 November 2001. It oversees the Marine Parade Group Representative Constituency (GRC), East Coast GRC, Mountbatten Single Member Constituency (SMC) and MacPherson SMC, and serves a population of about half a million residents. At the helm of South East CDC is Mayor Fahmi Aliman, who leads the team in fulfilling the CDC’s function – an Aggregator of Needs and Resources, Builder of Capability and Capacity in Partners and Networks and Connector of Communities. South East CDC initiates and manages programmes in collaboration with both community and corporate partners, so as to nurture a vibrant and self-reliant community.

More information on South East CDC at [www.cdc.gov.sg/southeast](http://www.cdc.gov.sg/southeast), be our Facebook fan at [www.facebook.com/secdc](http://www.facebook.com/secdc) or be our Instagram follower at [www.instagram.com/southeastcdc](http://www.instagram.com/southeastcdc).