



Media Release

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To: News Editors

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PROMOTING ACTIVE LIFESTYLE AMONGST SINGAPOREANS THROUGH A GOOD CAUSE

- *South East CDC and FairPrice brings back FairPrice Walk For Rice+ @ South East to support Singapore's national road map of fostering healthier lifestyles among Singaporeans*
- *For every 300 metres of walking or running recorded, FairPrice Foundation will donate 1 bowl of white rice, 1 bowl of brown rice and 1 bowl of oatmeal, up to 500,000 bowls of white and brown rice and 50,000 bowls of instant oats, to 7,000 vulnerable families residing in South East District*

Singapore, 3 November 2022 – Earlier today, **South East Community Development Council (CDC)** and **NTUC FairPrice (FairPrice)** launched the 14th edition of its annual **FairPrice Walk for Rice+ @ South East**. Approximately 500 participants gathered at the Sports Hub OCBC Square to celebrate the physical return of this initiative since 2019. The launch flagged off with a symbolic walk and fringe activities such as spin cycling, floor curling and archery were also available. For the past two years, *FairPrice Walk for Rice+ @ South East* had been held virtually due to the Covid-19 Safe Management Measures.

The annual walking charity initiative encourages Singaporeans to stay active by going on walks or runs and log in their mileage for a good cause. In 2021, over 30,000 participants took part in the virtual walk and contributed close to 600,000 kilometres despite the pandemic. The long-running initiative complements Singapore's new healthcare reform plan, HealthierSG, which seeks to encourage Singaporeans to take charge of their own health and focus on preventive care measures such as practising an active lifestyle.

Earlier today, *FairPrice Walk For Rice+ @ South East* was launched by Mr Fahmi Aliman, Mayor of South East District. He highlighted, "I'm excited that we're able to bring back *FairPrice Walk for Rice+ @ South East* as a physical event this year. Once again, we are able to join hands for a good cause to support and bring joy to the vulnerable families among us. This meaningful partnership not only encourages everyone to lead a healthier lifestyle, it also fosters a kampong spirit by empowering participants to give back to the community. Do join me in walking or running for this purposeful cause!"

From 3 November 2022 to 31 January 2023, for every 300 metres of walking or running recorded, FairPrice Foundation will donate 1 bowl of white rice, 1 bowl of brown rice and 1 bowl of oatmeal, up to 500,000 bowls of white and brown rice and 50,000 bowls of instant oats, to 7,000 vulnerable families residing in South East District.

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Mr Seah Kian Peng, Chairman, FairPrice Foundation, said, “Through this long running project, FairPrice Foundation empowers the less fortunate by alleviating their cost of living and at the same time, galvanises the collective efforts of the community to create a caring and inclusive society. Over the last 14 years, the strong support from all has resulted in the community walking a total distance of three million kilometres which translates to six million bowls of rice raised for the vulnerable.”

Mr Vipul Chawla, Group Chief Executive Officer, FairPrice Group, added, “FairPrice Group is privileged to participate in this community event by harnessing our staff and strategic partners to volunteer and walk for rice. This event not only provides the opportunity for us to Do Good, it also helps foster a stronger bond and nurture a more meaningful relationship with our consumers and the community that we serve in.”

FairPrice Walk For Rice @ South East* is conceptualised under the South East 5E Approach. 5E involves using an Easy and Enjoyable activity that Encourages widespread participation within the community which Earns sponsorships for the needy. In doing so, South East CDC also Enlarges the value of giving and thus enabling the CDC to Enhance community ownership and spirit. Participants can record their mileage on the website: <https://go.gov.sg/fpwfr2022>.

For more information, you may reach **Ms Beatrice Yap** at 9233 0765/
[Beatrice YAP@pa.gov.sg](mailto:Beatrice.YAP@pa.gov.sg).

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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, be our Facebook fan at www.facebook.com/secdc or be our Instagram follower at www.instagram.com/southeastcdc.

About NTUC FairPrice

NTUC Fairprice Co-operative Ltd was founded by the labour movement in 1973, with a social mission to moderate the cost of living in Singapore. From one supermarket, it has grown to become a leading retailer in Singapore serving more than half a million shoppers daily through a network of over 390 outlets, comprising FairPrice supermarket, FairPrice Shop, FairPrice Finest, FairPrice Xtra, Unity Pharmacy, FairPrice Xpress and Cheers convenience stores. Its e-commerce portal, FairPrice online, draws over 700,000 visitors monthly. FairPrice also owns a Fresh Food Distribution Centre and a centralised warehousing and distribution company.

Today, with its multiple retail formats serving the varied needs and interests of people from all walks of life, NTUC FairPrice has kept pace with the changing needs of its customers while remaining committed to its social mission and its aspiration to be Singapore's leading world-class retailer with a heart.

Guided by the philosophy to do well in order to do good for the community, NTUC FairPrice launched FairPrice Foundation in 2008 to focus its giving efforts to provide a better life for the community. FairPrice Foundation focuses its giving on three strategic thrusts – the poor and needy, nation building and community bonding, and advancing workers' welfare. FairPrice has since donated more than \$178 million to the Foundation to further these three areas of focus.