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Media Release

To: News Editor

FairPrice Group Walk for Health @ South East Builds on Legacy with Renewed Focus on Healthier Living

Singapore, 30 August 2025 – Ms Lili Binti Samud, a Bedok resident was looking forward to receiving rice and oats from the South East Community Development Council (South East CDC) this year but she is even happier now, knowing that she will be receiving supermarket vouchers instead, allowing her to make healthier choices on her own terms. The South East District welcomed a rebranded community initiative today as Mr Dinesh Vasu Dash, Mayor of South East District, launched **FairPrice Group Walk for Health @ South East**, bringing together more than 2,000 residents. This initiative is a refreshed take on the well-loved FairPrice Walk for Rice$^+$@ South East campaign, with a focus on holistic health and wellness.

2   "The FairPrice Group Walk for Health @ South East is a tangible way where I can support the vulnerable, and at the same time, nudge our residents towards healthier outcomes. These are useful and demonstrable ways where I can bring about change, as the Mayor of the district, to those who might need the assistance the most," said Mayor Dinesh.

3   Mr Vipul Chawla, Group CEO, FairPrice Group said, "At FairPrice Group, we deeply believe that a healthier lifestyle should be within everyone's reach. This is why we are proud to partner with South East CDC on the refreshed Walk for Health @ South East. By encouraging people to stay active, we are also empowering families to make healthier choices, continuing our commitment to making every day a little better for the community."

4   Running from **30 August to 31 October 2025**, FairPrice Group Walk for Health @ South East encourages residents to stay active through simple physical activities such as walking and running. For every kilometre clocked, South East CDC and FairPrice Foundation (FPF) will match it with $1 worth of supermarket vouchers. This campaign aims to support up to 1,000 vulnerable residents in the South East District with $100 worth of supermarket vouchers to help meet their food and wellness needs. This opens up the options for our residents to walk and run, offering easy ways for them to exercise, connect with others, and boost their wellbeing.

5   Held at the Promenade at National Stadium, the launch was a vibrant celebration of health and community spirit. Participants embraced the festive atmosphere by donning creative outfits for the National Day-themed Best Dressed Contest. A health and wellness fair provided both interactive and informational booths, offering participants the opportunity to explore various health and wellness topics including mindfulness and heart health. The Health Explorer Challenge guided participants through thirteen activities across three themed zones: *Capture*, *Try* and *Move*. These zones featured activities such as a treasure hunt, carnival games and sports try-outs, all designed to promote physical activity, mental wellness and community engagement.

6   Mayor Dinesh unveiled an eye-catching stair mural at Stadium MRT station, in partnership with SMRT Trains, extending the campaign's reach beyond the launch event. The collaborative initiative aims to create awareness amongst commuters about the FairPrice Group Walk for Health @ South East campaign. The artwork serves as an engaging reminder for commuters to choose the stairs over escalators, aligning with the campaign's mission to incorporate physical activity into daily routines.

7   The campaign also addresses the unique needs of seniors, caregivers and vulnerable families, who may face extra challenges in maintaining healthy diets and lifestyles. South East CDC will implement initiatives such as Healthy Grocery Trips and Health Talks, offering practical guidance to help participants make informed food choices that fit their needs and daily routines.

8   "With the vouchers, I can prepare healthier lunchboxes for my children to bring to school, including more fresh fruits and vegetables," shared Mr Muhammad Zahidin Bin Zainal Abidin, a beneficiary of the campaign who resides in Marine Parade. "I am also

glad I can raise funds by walking too. It's helping myself and others at the same time. And we can walk as a family!"

9   As FairPrice Group Walk for Health @ South East builds on its strong start, residents are encouraged to be part of this meaningful movement that combines healthier living with social good. Each step taken contributes not only to personal well-being but also to uplifting vulnerable residents within the South East District. For more information on how to participate, please visit southeast.cdc.gov.sg.

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About South East Community Development Council

The South East Community Development Council, established on 24 November 2001, oversees the Marine Parade-Braddell Heights Group Representative Constituency (GRC), East Coast GRC and Mountbatten Single Member Constituency (SMC), serving a population of more than half a million residents. Helmed by Mayor Dinesh Vasu Dash, the South East CDC is an Aggregator of Needs and Resources, Builder of Capability and Capacity in Partners, and Networks and Connector of Communities.

Fostering a caring, cohesive, and future-ready community, South East CDC drives initiatives that encourage active citizenry, and lifelong learning. Its programmes also champion community-led mental wellness and empower youth to thrive in a quickly evolving society. These programmes are managed in collaboration with both community and corporate partners to nurture a vibrant and self-reliant community.

More information on South East CDC can be found at southeast.cdc.gov.sg, its Facebook page at www.facebook.com/secdc or its Instagram at www.instagram.com/southeastcdc.

To keep up with Mayor Dinesh and receive updates on his work in the South East District, follow him on Facebook at www.facebook.com/dineshvdash or his Instagram at www.instagram.com/dineshvasudash.