



FOR IMMEDIATE RELEASE

TOUCH launches inaugural Charity Ball to raise funds for the elderly

*Skilled volunteers from the events and hospitality sectors team up
to present the event and contribute back to society*

Singapore, 26 June 2015 – TOUCH Community Services, a not-for-profit charitable organisation, will hold its inaugural Charity Ball this evening at Resorts World Sentosa. Funds raised from the gala will support programmes and services by TOUCH Seniors Activity Centre and TOUCH Home Care in meeting the needs of more than 2,500 seniors, empowering them to age-in-place and live out their golden years with dignity and purpose.

Themed ‘Experience the Taste of Magic’, TOUCH Charity Ball 2015 brings together the best of Singapore’s events and hospitality sector volunteering their expertise and skills including the Hospitality Alliance Singapore – the voice behind Singapore’s hospitality industry, boasting a network of member associations including the Association of Bartenders and Sommeliers Singapore and Singapore Chefs Association as well as renowned local gala and special events planner Heaven’s Gift’s (Please refer to Annex A for details on the various partners).

TOUCH believes that true “magic” is found when the marketplace and the community come together to give time, talent and financial resources to make a difference to the needy and disadvantaged. Beyond the tantalising cuisine and entertainment at the Ball, TOUCH would like to encourage a spirit of giving across society through TOUCH Charity Ball 2015.

Founding Chairman of TOUCH Community Services Mr Lawrence Khong said, “This inaugural TOUCH Charity Ball is a fine example of skilled volunteerism at work. Many elements of tonight’s dinner experience, from the chef showmanship and flair bartending, to the fresh flower arrangements, stage design and performances as well as the culinary delights, have been personally put together by the hands of professionals who have given their time and talents to serve the needs of the community.”

TOUCH Charity Ball 2015 aims to provide a meaningful experience for guests, as they celebrate lives that have been empowered by TOUCH over the last 23 years through a specially curated dinner menu and programme. Diners will be treated to a unique sensory experience from the moment they enter the foyer of the ballroom - as they witness chef showboating by the Singapore Chef Association, flair bartending by the Association of Bartenders & Sommeliers Singapore as well as art demonstrations by talented artists with intellectually disabilities from TOUCH Centre for Independent Living. The Association of Bartenders & Sommeliers Singapore has also created a unique blend of SG50 cocktail that will be served to guests pre-dinner. A non-alcoholic version of the drink is also available.

As dinner commences, guests can look forward to a menu featuring never-seen-before exquisite creations of the Singapore National Culinary Team, reigning World Champions at the Expogast Culinary World Cup 2014. The menu is inspired by traditional all-time favourites such as Glutinous Rice, Laksa, Otah and Samosa in celebration of SG50. Guests at the dinner will each bring home a specially made cookie favour, hand-made by budding young chefs from the Singapore Junior Chefs Club and seniors from TOUCH Seniors Activity Centre over an afternoon, in an effort to inspire the young to connect with the pioneer generation.

Mr Cheong Hai Poh, Chairman of Hospitality Alliance Singapore, shared, “Every effort made for the happiness of the less fortunate is an opportunity to improve their lives for the better. The nature of hospitality stems from generosity and that is the most important aspect of hospitality. Hence, we are very pleased to support TOUCH Community Services in their inaugural Charity Ball and we hope to present the best of Singapore hospitality to all the dinner guests.”

TOUCH Charity Ball 2015 is conceptualised and managed pro-bono by leading gala and special events planner Heaven’s Gift. Over the last three months, Founder and Creative Director of Heaven’s Gift, Ms Hannah Chong, brought together event specialists including award winning floral designer Mr. Harijanto Setiawan of Boenga, Sing See Soon Floral & Landscape, Sonic Audio Visual as well as wedding photography and cinematography specialists MooMedia and Live Studios to lend their expertise in crafting the entire dinner experience.

“I believe that if we want to do something for charity, we need to mobilise leaders in the marketplace and combine our expertise to craft something meaningful for the community. This must be our commitment to the society and we are delighted that many of our partners have trusted us and joined us on this journey to touch lives and see families transformed,” said Ms Hannah Chong.

The charity gala will end with a special finale illusion performance by Gateway Entertainment, featuring Mr Lawrence Khong, in appreciation of the partners and supporters of TOUCH Charity Ball 2015. “This Charity Ball is also organised as a celebration of TOUCH’s 23 years of serving the community. When we first started on this journey 23 years ago, we could never imagine the many opportunities that have allowed us to pioneer initiatives that have made a difference and helped shape social services in Singapore.

“It has been a humbling journey because we know that we could not have done it alone. Hence, we are very grateful to all the donors and sponsors who have purchased tables for tonight’s dinner or have made an outright donation in support of TOUCH Community Services. The funds raised this evening will go a long way to helping the seniors under our care discover a lifestyle of active-aging and the opportunity to age-in-place,” added Mr Khong.

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#### **About TOUCH Community Services**

TOUCH Community Services is a not-for-profit charitable organisation, dedicated to meeting the needs of children from low-income or single-parent families, youths at risk, needy families, people with special and healthcare needs, and the frail elderly. Through its network of 17 services, as well as an international arm, TOUCH is committed to serving people of all ages, races, religions and backgrounds. Each year, its programmes and services meet the needs of more than 29,000 clients and 156,000 service users. TOUCH’s vision is to see families strengthened and communities transformed by planting and building institutions of values in and through a network of integrated community services.

#### **About TOUCH Home Care**

TOUCH Home Care (THC) aims to enable the frail elderly live with dignity, and enjoy greater independence and quality of life at home. Each elderly client is served in their home by a multi-disciplinary team comprising doctors, nurses, occupational therapists, physiotherapists, home care assistants and befrienders. Besides home medical and nursing services, THC’s team also provides housekeeping, personal hygiene services, and escort services to hospitals for appointments. Meals are also delivered daily for lunch and dinner under the Meals-on-Wheels programme which is almost entirely volunteer-driven. In 2011, THC opened its new Centre in Jurong to help meet the high demand for home care services in the western region. In 2015, another new Centre in Ang Mo Kio was set up to meet the needs of the frail elderly in that region. Since 2007, five of THC’s staff received the *Healthcare Humanity Award* that is given to outstanding and inspirational healthcare workers who go the extra mile to care for the sick and infirmed.

### **Aout TOUCH Seniors Activity Centre**

Located in Geylang Bahru, TOUCH Seniors Activity Centre (TSAC) aims to add fun and meaning into the lives of the seniors and help them live life to the fullest. With a one-time membership fee of only \$5, those aged 60 above and living in the Geylang Bahru neighbourhood can take part in a wide range of indoor and outdoor activities organised for them. Besides social and recreational activities, TSAC provides welfare services for members and offers information and referral services for residents. The Centre also conducts regular home visits to befriend residents and assist the frail seniors in their needs. To keep the spirit of volunteerism alive among the seniors, mutual help groups are also organised to encourage members to care for one another. In 2011, TSAC was appointed by the National Council of Social Service as a Centre of Specialisation. As part of the Ministry of Social and Family Development's efforts to synergise and optimise resources, TSAC was appointed as a service operator for the Senior Cluster Network for the Kallang / Whampoa / Novena regions in August 2014 and Yishun / Sembawang regions in January 2015.

## **HOSPITALITY** *Alliance*

### **About Hospitality Alliance Singapore (HAS)**

The Hospitality Alliance aims at providing strong networking opportunities as well as exchanging valuable knowledge and information in order to promote highest professional standards of management, education and recruitment in the hospitality industry for the benefit of the Associations and their members. We are the voice of the Hospitality Industry in Singapore. In recognition of our common interests and issues, we are aligned as partners to serve Hospitality Industry in Singapore.

As partners in the Hospitality Alliance, ASH, ARDE, ABSS, FBMA, HPA, SCA and The Society of The Golden Keys Singapore work together to develop and sustain a Hospitality Industry-friendly business environment in Singapore, ensuring the best possible opportunity for Singapore's Hotel and Restaurant operations to flourish. This is accomplished by providing access to members' education and training programs, negotiating value-added supplier discounts and developing industry communication and networking opportunities for its members. Please refer to Annex C.

### **OBJECTIVES**

- To promote social interaction amongst its members,
- To discuss and share common work challenges, opportunities and solutions,
- To strengthen the knowledge and profession of the hospitality field,
- To promote educational interests relating to the hospitality industry with opportunities to travel abroad to pursue some educational courses or study programmes.

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