



MEDIA ADVISORY
FOR IMMEDIATE RELEASE

FRIENDS OF CHARITY

Combined KIT KAT® Uniformed Groups fundraising effort, in support of President's Challenge 2008

Singapore, 28 August 2008 – The **Friends of Charity, combined KIT KAT® Uniformed Groups fundraising effort** was a month-long, event-filled effort in July that saw nearly 30% of the entire secondary school population resonates with the spirit of giving.

Nestlé Singapore, the manufacturer of the widely popular KIT KAT® chocolate wafer fingers, conducted this year's fundraising effort for the President's Challenge in collaboration with the nine Uniformed Groups, involving over 100 schools with more than 31,000 Uniformed Group members and they have successfully raised \$200,000 for the President's Challenge.

"The Uniformed Groups have always been known to be highly involved in service to the community and they will be an incomparable asset in promoting the cause of the President's Challenge." says Nestlé's Managing Director, Mr Suresh Narayanan "It is also important for every consumer to have a break in spite of their busy schedules and nowhere is this statement made more poignant than when they can choose to have exactly that with a KIT KAT® break whilst contributing to a great cause."

Led by Girl Guides Singapore, this fundraising effort marked a unique collaboration amongst all nine Uniformed Groups in Singapore, The Boys' Brigade in Singapore, The Girls' Brigade Singapore, National Cade Corps, National Civil Defence Cadet Corps, National Police Cadet Corps, Red Cross Youth, St. John Ambulance Brigade and The Singapore Scout Association.

"As one of the core programmes of Girl Guiding centres on service to the community, Girl Guides Singapore is delighted to take the lead in the first-ever combined Uniformed Groups fundraising effort, in support of the President's Challenge. We are confident that all the participants had found this collaboration with Nestlé both meaningful and fun." said Ms Yvonne Lim, Chief Commissioner, Girl Guides Singapore "and I am certain all my counterparts in the other eight Uniformed Groups will agree that taking the time to aid the less fortunate through activities like this would instil in our youths a lifelong commitment to lend a hand to those in need."

This year's effort also went beyond the school-gates as Uniformed Group members were stationed at selected NTUC FairPrice outlets throughout Singapore in their uniformed best on each Saturday and Sunday in July to bring the President's Challenge message to shoppers and the public.