

OPENING REMARKS BY MR ROBIN HU, SENIOR EXECUTIVE VICE PRESIDENT, CHINESE NEWSPAPERS DIVISION, SINGAPORE PRESS HOLDINGS, AT PRESIDENT'S CHALLENGE 2010 GALA DINNER ON 2 SEPTEMBER 2010 AT MANDARIN ORCHARD SINGAPORE

Your Excellency, President S R Nathan

Mrs Yu-Foo Yee Shoon, Minister of State for Community Development, Youth & Sports

Distinguished guests, friends

Ladies and gentlemen

1 Let me start by saying a big thank you. Thank you for taking time off your busy schedules to grace tonight's gala dinner. It is indeed heartening to see such a good turnout; to know that we have your support in doing our part for the 36 appointed charities under this year's President's Challenge.

2 As you would know, the President's Challenge is an annual series of community-based activities. Initiated by President Nathan in the year 2000, it aims to increase awareness on ways the community can get involved in helping the less fortunate in our society, as well as to raise funds for the social service sector. Over the past ten years, the Challenge has raised over \$70 million for more than 400 beneficiaries here in Singapore.

3 I am both honoured and delighted to announce that this is the 9th time that Singapore Press Holdings' Chinese Newspapers Division is doing our part for the Challenge. Since 2002, we have organised several community events to raise funds for

the Challenge. For example, the National Treasure Hunt some years ago, Buy a Bear project, ZPop Charity Concert, as well as last year's Youth Talent Concert at Vivocity's amphitheatre. Each time, we try to come up with something a little different to create greater awareness for a good cause.

4 Last year's concert helped raise more than \$120,000. This year, on the back of vibrant economic conditions, we have, so far, raised some \$150,000. With your kind support, we hope to do even better before the night is over. Later tonight, we will be auctioning a specially-designed GeYao digital camera with a serial number 1965, the year Singapore was born. This camera is made by China's leading electronic gadget manufacturer Aigo or 爱国者 and if you ever find another camera that is exactly the same as this one, CEO of Aigo will compensate you US\$1M for failing to deliver a unique experience. All proceeds will, of course, go to the Challenge, so, do put in your generous bid.

5 I must not steal the thunder from our auctioneer later this evening, DJ Jiang Jianwen from Radio 1003 by telling you what is GeYao now and why is it so precious and unique. But I can tell you this camera is truly one-of-a-kind in its design and outlook, and a collector's item that is personally autographed by HE President SR Nathan.

6 In addition, tonight, you are among the first in the world to catch Timeless Da Ming Palace in Asia outside of China, a fashion show featuring exquisite costumes inspired by the culture and fashion of the Tang Dynasty. In fact, this is the sneak preview; the show will only be officially launched in Xi'an's Da Ming Palace in October this year. It has been put together by the team behind the Beijing Olympic Games opening and closing ceremonies, and includes works by renowned Italian designer Roberto Capucci. It is bound to be an eye-opener.

7 Before I leave you to enjoy tonight's gala dinner, I would like to express my appreciation once again to all the sponsors and donors for your generosity. Special thanks to the Singapore Totalisator Board, Lee Foundation, PICO Art International Pte Ltd for supporting this event, our wine sponsor Fairprice, as well as our co-organiser Mandarin Orchard Singapore for making available this beautiful venue and sumptuous food that we are about to enjoy. I cannot say enough how wonderful it is for us to be gathered here for this good cause.

8 Thank you and good evening.

.