



### Media Contacts:

Ms. Brenda Maderazo  
Singapore Heart Foundation  
Tel: (65) 63549345  
Mobile: (65) 90125265  
Email: [brenda@heart.org.sg](mailto:brenda@heart.org.sg)

Ms. Pearlyn Tan  
Orion Public Relations Pte Ltd  
Tel: (65) 6844 1223  
Mobile: (65) 9692 8839  
Email: [orion\\_team\\_shf@orionworldwide.net](mailto:orion_team_shf@orionworldwide.net)

## **Are You Red-D? Youth Concert**

### **Singapore Heart Foundation Aims to Educate the Young On Heart Diseases Through Songs and Dance**

**Singapore (March 14, 2009)** - A youth concert in support of the Go Red For Women (GRFW) campaign of the Singapore Heart Foundation (SHF), the leading heart health non-profit charitable organisation in Singapore, is being organised by the Scouts Association and Paya Lebar Kovan Community Club (CC) Youth Group. The first-ever youth charity concert will be held at the Singapore Flyer Greek Theatre on Saturday, 14 March 2009, from 7.00pm to 10.00pm. The objective of the concert is to create awareness about heart health and to educate young Singaporeans on heart disease and stroke, the No.1 killer in Singapore and worldwide.

Superband winner Tu Zi, You Tube star Ling Kai and many other talented youth will perform at the concert titled "Are You Red-D?". Through their performances, these youth celebrities hope to spread the Go Red For Women messages that young people are also vulnerable to heart disease and stroke, and that women are as likely as men to succumb to these illnesses.

Under the Go Red For Women campaign, SHF aims to empower women with knowledge and tools so they can take positive actions to reduce their risks of heart disease and stroke. The campaign is part of an international movement, led by the World Heart Federation (WHF). This year's Go Red For Women campaign runs from February to May. During this period, SHF will organise a wide range of activities aimed at promoting awareness of heart health. In all these activities, women will be urged to literally and figuratively put on "the little red dress", which is the international symbol of the GRFW campaign.



“For many years, SHF has been working with schools on educational programmes to promote heart health awareness among the young. This year, we are glad to also receive the support of the Singapore Scouts Association and Paya Lebar Kovan CC Youth Group to reach out to young Singaporeans through our Go Red For Women campaign. We hope that everyone who attends the concert would enjoy the performances by the artistes and bring home with them valuable heart health messages,” said Mr Vernon Kang, CEO of the Singapore Heart Foundation.

Muhammad Khair, National Rover Scout Programme Commissioner of the Singapore Scouts Association said: “As part of the overall efforts to reach out to the community, the Singapore Scouts Association (SSA) is glad to support SHF’s Go Red For Women Campaign. This is one of the meaningful ways to make a difference and play a constructive role in the community.”

Yang Shufen, Chairlady of Paya Lebar Kovan CC Youth Group added: Heart disease and stroke does not only affect the elderly. By targeting the young segment of population, we hope to educate them early so that they can take preventive measures against this No.1 killer.”

Into its fourth year in Singapore, GRFW aims to raise awareness that heart disease and stroke is the number one killer in Singapore, a fact of which only 8% of women in Singapore are aware.

For details on the other GRFW 2009 activities, please visit SHF’s website at [www.myheart.org.sg](http://www.myheart.org.sg).

### **About the Singapore Heart Foundation**

The Singapore Heart Foundation (SHF) is a non-profit charitable organisation committed to promoting heart health in Singapore, as well as preventing and reducing disability and death due to cardiovascular diseases and stroke.

Established in 1970, SHF fulfils its mission through educational programmes highlighting preventive measures against heart disease to the public. SHF supports community-based research aimed at gaining a better understanding of the landscape of heart disease in Singapore. SHF also focuses on rehabilitative care in its SHF-Isetan Foundation Heart Wellness Centre for recovering heart patients. In addition, SHF offers assistance to needy heart patients for emergency relief as for treatment. For more information, please visit [www.myheart.org.sg](http://www.myheart.org.sg)



## **About the Singapore Scouts Association**

### *History*

In 1907, Lord Baden-Powell held a successful experimental camp on Brownsea Island in England to try out his ideas on *Scouting for Boys*. Scoutmaster Frank Cooper Sands from UK started Scouting in Singapore on 22 July 1910. Having some 10,000 registered members, the Singapore Scout Association (SSA) is affiliated with the World Scout Bureau since 1966. Some 900 among the members are Adult Volunteers who serve the movement with dedication and commitment in various positions in the organization.

### *Core Values & Practices*

Grounded on time-proven values and practices, SSA seeks to remain relevant by preparing the members to meet ever changing needs. The core values and practices include: a culture of peace, developing socially committed members, inclusiveness and gender balance. They prepare SSA members to contribute to World Peace, people-to-people relations and racial harmony in the community. Above all, SSA exemplifies this by maintaining unity within the diversity of its membership.

### *Mission of Scouting*

The mission of Scouting is to contribute to the education of young people, through a value system based on *the Scout Promise and Law*, and to help build a better world where people are self-fulfilled as individuals and play a constructive role in society. This is achieved by

- Involving them throughout their formative years in a non-formal educational process which develops them physically, intellectually, socially and spiritually
- Using *the Scout Method* that makes each individual the principal agent of his or her development as a self-reliant, supportive, responsible and committed person
- Inculcating in them a value system based upon spiritual, social and personal principles as expressed in *the Promise and Law*.

### *Our Vision*

#### *“Better Scouting for more young people”*

Our vision is to provide quality scouting for more young members so as to remain relevant and attractive as one of the premier uniformed organizations.

### *Our Motto – “Be Prepared”*

Our members are constantly reminded through the Motto to be prepared for any contingency and to face any future uncertainty.

### *Strategic Thrust*

To complement the national efforts, SSA has been encouraging the involvement of parents and the community in scouting as we promote the themes “*Scouting builds Families*” and “*Scouting builds Communities*”

### **About Paya Lebar Kovan CC Youth Group**

Paya Lebar Kovan Community Club Youth Group is under the umbrella of the People's Association Youth Movement (PAYM). Based at the Paya Lebar Kovan Community Club, the Youth Executive Committee (YEC) comprises youth leaders aged between 15 and 35 years old. Being active volunteers, the YEC members would organize activities to engage the youths and work closely with the other organizations to promote social cohesion. At Paya Lebar Kovan YEC, it's a place done BY YOUths, FOR YOUths. It's all about YOUths!

The People's Association Youth Movement (PAYM) models as an organisation that aims to integrate fresh and new initiatives to meet the needs of our youths (12 – 35 years old). We seek to keep abreast with ever changing youth patterns by extending outreach to youths through a wide range of activities such as community service projects, life skills and lifestyle programmes, adventure and sports, arts and cultural activities. More importantly, PAYM's programmes and activities create common space for youths regardless of race, religion and educational backgrounds to interact and bond. Established in 1971, the current overall membership is about 160,000 spread over 99 Youth Groups based at the Community Clubs/Centres (CCs).

PAYM activities and programmes offer our youths the exposure to the following on-going challenges – the maintenance of social cohesion and racial harmony, effective two-way connectivity between the people and the government; and leadership renewal in the grassroots and other community organisations. Through youth inspired ideas, the PAYM is able to implement new initiatives and sustain meaningful programmes that reflect our youths' voices.