

MEDIA INVITE

12 August 2009



All-Star Charity Friendly Soccer Match to raise funds for project Singapore Heart Foundation and the D'Stallions XI 2009

Soccer personalities team up with music and TV personalities to raise funds for project spurred by rising cardiac arrests on field

In order to combat the rising numbers of cardiac arrests among football players during a soccer game, exercise physiologist and nutritionist, Abidah Mahmood (Dee Dee) has launched D'Stallions XI 2009 Celebrity Weekend Footballer Project, an initiative to raise heart health awareness and stress the importance of progressive fitness training. This Sunday's game at Tampines Stadium is the first ever friendly soccer match for charity played by Project D'Stallions XI 2009. The event will be graced by Mr Teo Ser Luck, Mayor of North East CDC.

About the D'Stallions XI 2009 Celebrity Weekend Footballer Project

This six-month project studies the effects of progressive fitness training on the performance of players. The team of 22 players include men ages 19 to 47 years, single, married and/or with children. They will undergo both physical as well as psychological training and analysis of their food intake to increase stamina and strength.

Several positive results have been noted since the programme began in late May 2009. Injured players and those suffering from medical conditions have seen a gradual recovery in fitness, performance and confidence levels. Take the case of Mr Taha, a father in his 40's who sustained groin injury which left him unable to play with confidence. He has now seen a significant improvement and has lost 10kg in the process from an original 85kg. Mr Masazhari, aged 35, who suffered from a slipped disc in 2006, has improved in his defending skills and has quit smoking completely after over 20 years.

Soccer players in their youth and those in their 20s have displayed positive psychological changes such as increased versatility in playing side by side with their older comrades, in

addition to developing social skills such as team bonding, respect for team members and commitment to discipline.

We would like to invite you to this Sunday's game, which will feature local celebrities and representatives of the Malay Media who support this cause of promoting a healthy lifestyle in the Malay community. These include soccer celebrities such as Abbas Saad, Baihaki, Lim Tong Hai, Marko Kraljevic, Esad Sedjic and awards winning singing sensational duo Sleeq, local singer Zaibaktian and Kumpulan Merah. Television personalities such as Dr Ashraff (Nip & Tuck), Ikhlah, (Fajar Ramadhan) and Dee Dee will also be present.

If you wish to interview one of the players/ Dee Dee/ a representative from SHF please let us know and we will help to arrange.

Event Details

Date: 16 Aug 2009, Sun
Time: 3pm (kick-off)
Venue: Tampines Stadium

Please contact the following to RSVP for the event by 14 August 2009 (Friday):

Melissa Thomas
Fleishman-Hillard
Tel: +65 6424 6379
Mobile: +65 9271 8494
Email: melissa.thomas@fleishman.com

Shefali Srinivas
Fleishman-Hillard
Tel: +65 6424 6386
Mobile: +65 9159 3111
Email: Shefali.srinivas@fleishman.com

EVENT ITINERARY

- 3.00 -3.05pm Opening Ceremony & Photo Opportunity
- Mr Teo Ser Luck, Mayor of North East CDC together with the Singapore Heart Foundation and Soccer Players Open the Game with a handshake
- 3.05 Game starts
- 3.50pm Half-time
- Lucky draw & Cheerleading showcase
- 4/05pm Second half starts
- 4.50pm Prize Presentation
- Mr Teo Ser Luck, Mayor of North East CDC together with the Singapore Heart Foundation presents the award to winning team
 - Gift exchange ceremony
- 5.15pm Event ends

A Press Official Badge will be given to the media upon entry into the stadium.

Ticketing details (applicable to members of the public only)

For a donation of \$10, interested persons will receive an exclusive invitation. For enquiries, and ticket sales please contact 9108 4500/ 8348 1441.

About Singapore Heart Foundation

The Singapore Heart Foundation (SHF) is a non-profit charitable organisation at the forefront of the battle against heart disease in Singapore. Since its inception in 1970, the Foundation has grown into a well-established and reputable organisation with local and international links.

SHF fulfills 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 and preventive care for recovering heart patients and at-risk individuals. In addition, SHF offers financial assistance to needy heart patients for emergency relief as well as for treatment.

For more information, please visit www.myheart.org.sg.

About Abidah Mahmood (Dee Dee)

Dee Dee is an exercise physiologist, nutritionist, TV presenter and radio personality, who actively engages the community in health awareness initiatives, especially those among the Malay community.

Dee Dee received the Gold Award for two consecutive years in the Sporting Singapore Inspiration Award, by the Singapore Sports Council, the Healthy Lifestyle Ambassador Award from the Health Promotion Board and the “Go Red for Women” Ambassador for heart health for The Singapore Heart Foundation. Dee Dee has also been nominated by Minister Yaakob Ibrahim to be on the panel for the Community Blueprint. Dee Dee had personally turned her life around from an obese 80kg to a healthy 47kg. She now joins in the fight against heart and cardiovascular disease together with the Singapore Heart Foundation, among other joint initiatives with health partners.