



MEDIA ADVISORY

9th October 2009

Singapore Heart Foundation's Charity Gala Dinner 2009

CEOs will sing for their supper at the Singapore Heart Foundation's (SHF) Charity Gala Dinner 2009, which promises to be "An Affair of the Heart".

SHF, in association with Prestige Magazine, is holding its annual Charity Gala Dinner on Saturday, 17th October 2009.

This year's theme, "An Affair of the Heart", aims to remind us that our heart truly matters and that we must personally take control of its affairs.

In order to drive home this theme, five of the attendees, from Mr Richard Eu, the Group CEO of Eu Yan Sang International Ltd to Mr Arthur Tay, the Group Chairman and CEO of SUTL Group of Companies will entertain the audience with their rendition of a heart-themed song. Mr Tay will be singing 'Complicated Heart' by Michael Learns To Rock. Other performers include singer-actor Allan Moo, who will perform the opening song, and volunteers Cynthia Yim and Lotus Soh.

"We are very appreciative of the time these busy and generous individuals have taken to practice and perform the songs to drive home the message of heart health," said Mr Vernon Kang, CEO of the Singapore Heart Foundation.

The performers hope to raise at least \$50,000 through pledges during their performances. The organisers are aiming to raise a total of \$400,000 from the dinner to go towards funding SHF's programmes in community outreach and heart health education.

For the first time, the Charity Gala Dinner will be held at the exclusive ONE°15 Marina Club, nestled within the luxurious Sentosa Cove enclave. Proud recipient of the "Best Asian/Marina Yacht Club of the Year" at the recent Asia Boating Awards 2009, the accolade is a testament to the Club's mission of being Asia's Finest Marina and Leisure Hub.

SHF is also privileged to have Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports, as guest of honour at the event.

Guests can certainly look forward to an unforgettable evening at the SHF's Charity Gala Dinner 2009 with great food, attractive door gifts, and captivating performances.

For more information and profiles of our volunteer performers, please see the **Appendix** below



MEDIA INVITATION

We are pleased to extend a limited number of seats to media interested in attending the Charity Gala Dinner at ONE°15 Marina Club on Saturday 17th October at 7.00 PM .

For media invitations and RSVPs, please contact:

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Organised by: Singapore Heart Foundation

Supported by:





APPENDIX

PROFILES OF THE PERFORMERS

RICHARD EU

Richard Eu is the Group CEO of Eu Yan Sang International Ltd (Eu Yan Sang). Eu Yan Sang, founded in 1879 by his great grandfather, is in the business of providing consumer healthcare products and services based on Traditional Chinese Medicine and integrative healthcare.

Mr Eu joined the company in 1989 and has successfully built Eu Yan Sang's traditional Chinese medicine business to where it stands today, enjoying an unrivalled reputation as one of the leaders in this field in Asia. The Company is publicly listed on the Singapore Stock Exchange. In 2003, he was a finalist in the coveted Ernst & Young "Entrepreneur of the Year" Award in Singapore under the Master Category.

Apart from his business interests, he is involved in non-profit and community organisations.

LOTUS SOH

Lotus is an active volunteer with many VWOs, selflessly giving of her time and tapping on her extensive network towards various causes.

Her first involvement with the SHF was at its inaugural Gala Dinner in 2007 where as a Committee Member, with her strong support, the Foundation raised more than \$760,000. Today, she has once again graciously lent her support not just financially, she is also lending her voice. She will be singing 'You belong to my heart.'

ARTHUR TAY

Mr Arthur Tay is the Group Chairman and CEO of SUTL Group of Companies. The Group, with presence in more than 20 countries in Asia-Pacific, has a diversified portfolio with interests ranging from beverages to bowling alleys, fast food, confectionery, cosmetics, wellness, property businesses, and Asia's finest marina - ONE15 Marina Club. Mr Tay takes an active role in various volunteer organisations and devotes considerable time and expertise serving on several community service and grassroots organisations, such as West Coast Citizens' Consultative Committee and Cashew Citizens' Consultative Committee. He is also a Council Member of the Singapore Heart Foundation.

An avid motorboat sportsman, Mr Tay is also the President of Singapore Power Boat Association and Chairman of the Superyacht Singapore Association.



ALLAN MOO

Allan Moo is a professional singer and actor who has released albums in Hong Kong and Taiwan. He has semi-retired from show business but has made himself available for the SHF Gala Dinner as it is for a good cause. Allan is also known as wu qi xiong or Eric Moo's younger brother.

CYNTHIA YIM

A trained singer who sang professionally before marriage, Cynthia has lent her powerful vocals to many a social cause. For SHF's Gala Dinner, Cynthia will be singing Reflections by Christina Aguilera from the soundtrack of popular Disney animation film, *Mulan*.

About SHF's CHARITY GALA DINNER

SHF held its inaugural Charity Gala Dinner in conjunction with the Go Red For Women Campaign on 16 Mar 2007 at the Ritz Carlton. There were two highlights: the Tyan Fashion Show and the Lucky Draw for the Subaru R2 car sponsored by MotorImage. Attended by more than 600 well-heeled guests, more than \$760,000 was raised with the strong support of partners, sponsors, well-wishers and celebrities such as Eunice Olsen, Nadya Hutagalung and Jamie Yeo.

Since then, it has become one of the Foundation's key fundraising event, returning in 2008 as part of Go Red For Women 2008 campaign. It was aptly named the Red Ball, a glamorous and high-fashion event as for the first time, a fashion show featuring the Red Dress Collection designed by Singapore's iconic designers, was the highlight of the evening.

Also on display for auction were 6 Verner Panton chairs, each personalized by renowned creative individuals from the fashion, arts and design scene namely Dick Lee, Loh Lik Peng, Olivier Henry, Eric Khoo, Ashley Isham and Min Lee.

The event held at the Shangri-La, raised approximately \$302,000.

The guests of honour for both Gala Dinners were Patron President SR Nathan and the First Lady.