

PEOPLE'S ASSOCIATION
media release



9 King George's Avenue Singapore 208581
Tel: (65) 63405430; 63405516; 63405321; 62383424 Fax: (65) 63485977
Website: www.pa.gov.sg

EMBARGOED UNTIL 6.00pm, 8 September 2024

6 September 2024

PEOPLE'S ASSOCIATION LAUNCHES INCLUSIVE WALK AND RUN CAMPAIGN IN SUPPORT OF PRESIDENT'S CHALLENGE 2024

The People's Association (PA) will be pledging its support for the President's Challenge 2024 on 8 September 2024, 4.00pm at PA Cares @ President's Challenge 2024, organised by the PA Youth Movement (PAYM) and Community Sports Networks (CSNs). President Tharman Shanmugaratnam will be the Guest-of-Honour. Senior Minister of State for Culture, Community and Youth and Trade and Industry Ms Low Yen Ling will attend the event as well.

2 PA has been a steadfast supporter of the President's Challenge since 2001 and has been actively organising fund-raising projects to encourage the community to contribute to those in need. PA will pledge \$250,000 to President's Challenge this year, having raised over \$6.9 million since 2001. This exemplifies PA's unwavering commitment to nurture a compassionate and inclusive society with the community.

3 To kickstart this year's PA Cares @ President's Challenge 2024 campaign, PA will be organising an inclusive walk on 8 September 2024, bringing together a diverse tapestry of participants - from generous donors and dedicated grassroots volunteers to various beneficiaries. More than just a walk,

this event is designed to be vibrant celebration of unity, for meaningful interactions and deeper understanding among community members.

4 Following the launch, PA will mobilise communities across the country in support of charitable causes through the power of walking and running. This campaign, which will run till 30 November 2024, will feature a series of brisk walking and community running events. Participants can enhance their experience by downloading a dedicated app that will track and record their steps, making it easy to contribute to the cause. For every kilometre participants walk or run, \$1 will be donated to support local charities, amplifying the impact of every step taken. This campaign not only promotes health and community spirit but also directly supports 65 benefitting organisations under the President's Challenge 2024 umbrella. By turning everyday activities into opportunities for giving, PA aims to create a ripple effect of compassion across Singapore, demonstrating how each small individual actions can collectively make a significant impact on those in need.

5 At the PA Cares @ President's Challenge 2024 kickoff event, President Tharman Shanmugaratnam, accompanied by Ms Jane Ittogi, will interact with the representatives of President's Challenge beneficiaries such as Tasek Academy and Social Services Limited and The Singapore Association for the Deaf. President Tharman will kick off the football match featuring beneficiaries from Tasek Academy and Social Services. President Tharman will also try his hand at lawn bowls with members of Parabowls Singapore, showcasing the inclusive nature of sports. The event will culminate in a grand inclusive mass walk, with the President himself flagging off and joining over 1,000 participants and beneficiaries, symbolising unity and community spirit in action.

6 **Mr Jeffrey Lee, Chairman of the 24th Term PAYM Council**, said, "I am thrilled to be part of PA Cares @ President's Challenge 2024. This campaign is not just about fundraising – it is about the connections we are forging. By turning

our daily walks and runs into fundraising efforts, we are demonstrating that every step contributes to a more compassionate society. Over these three months, our campaign will engage with diverse groups, fostering understanding and breaking down barriers. It is inspiring to witness how our small actions can have such a significant impact, truly embodying the spirit of neighbours looking out for one another. This is more than just an event; it is a movement towards a stronger, more caring Singapore.”

7 Your journalist and photographer are cordially invited to attend the PA Cares @ President’s Challenge 2024 kickoff event on Sunday, 8 September 2024 at 4.00pm at People’s Association Headquarters, 9 King George’s Avenue, Singapore 208581. Please see Annex A for the programme. Please RSVP your attendance to the contact persons below by **Friday, 6 September 2024, 6.00pm.**

Contact person/s : Keegan Lim
Senior Manager (Youth & Sports)
HP: 9798 8506
Email: Keegan_Lim@pa.gov.sg

Karthik Mohan
Senior Manager (Corporate Communications)
HP: 9685 0956
Email: karthik_mohan@pa.gov.sg

Issued by : Corporate Communications Division
People’s Association
Tel: 6340 5430, 6340 5516, 6340 5231, 6238 3424

About People’s Association

The [People’s Association](http://www.pa.gov.sg) (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community [programmes](#) and volunteering opportunities for Singaporeans from all walks of life. Our network includes close to 2,000 [Grassroots Organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and PAssion WaVe. More information at www.pa.gov.sg.