

For Immediate Release

'I Love Singapore' Messages

Displayed on National Day

Singapore, 29 July 2003 – Singapore Post ("SingPost") is organising the 'I Love Singapore' writing contest, in conjunction with the country's National Day celebrations, to re-create the joy of sending and receiving letters.

In an age where electronic communication is fast overtaking traditional forms of communication such as letter-writing, SingPost hopes to bring back the warmth and joy of both writing and receiving a personal, hand-written message. No other form of electronic communication can re-create the feeling of holding in one's hands a personal message, hand-written from a friend or loved one, serving as a memorable keepsake for all time to come.

In Partnership With Community Chest

In collaboration with the Community Chest, SingPost will promote through the contest cards and its press advertisements the purchase of the Community Chest collar pin which costs \$2 each. Proceeds from each pin will support the Community Chest. In addition, \$1.20 from the sale of each National Day pre-cancelled First-Day Cover will also be donated to the Community Chest.

Anyone spotted wearing the Community Chest collar pin on 9 August 2003 will win National Day First Day Covers, released this year for the first time in 25 years. The pin can be purchased from the Community Chest, Giordano stores, NTUC outlets, the Istana open house on 3 August 2003 and at the NDP on 9 August 2003.

Contest cards have been distributed to schools and child-care centres for children to write or draw about their love for the country. Contest cards will also be available at all 62 post offices. Participants just need to be creative by simply writing or drawing on the contest cards or any art paper and mailing it to

I Love Singapore
Contest No. 0908

Contest cards can also be downloaded from www.singpost.com.



Singapore Post Limited
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Display Of Well-Wishes

Every well-wisher's entry received will be displayed at the National Stadium on National Day in an exhibit. Selected entries will also be publicised in the newspaper TODAY.

Who Can Participate

Anyone can write about their love for Singapore on the contest postcards or send in drawings on any art paper centred around the same theme.

Closing Date

All entries should be sent in by 5 August 2003. For more information about the 'I Love Singapore' writing contest, call SingPost's general postal enquiry line 1605 (toll-free within Singapore) or visit www.singpost.com.

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About Singapore Post Limited

SingPost is a household name in Singapore with strong brand recognition. It is the dominant provider of domestic and international postal services in Singapore. It is one of the most efficient and profitable postal operators globally and offers customers a one-stop mail, logistics and retail distribution network in Singapore.

With a highly efficient mail delivery services utilising a sophisticated distribution infrastructure and advanced mail processing technology, SingPost is the leading provider of domestic and international mail services in Singapore. Its Spring joint venture is also a market leader in private cross-border business mail solutions.

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