



For immediate release

SingPost launches *Blessings in a Box*, a box-recycling initiative that delivers health essentials to vulnerable elderly



SINGAPORE, 9 October 2019 – Singapore Post Limited (SingPost) today launched *Blessings in a Box*, a novel initiative where boxes used for eCommerce deliveries can be reused for sending health essentials to vulnerable elderly.

As part of World Post Day celebrations, 4,000 L-size Double Walled Cartons featuring the bright *Blessings in a Box* motif will be used by our e-retailer partners Shopee and SaturdayClub to pack online purchases for delivery to their customers. These boxes are also available for purchase by retail customers at selected Post Offices, from today.

Upon receiving and emptying the box of their purchases, recipients can then re-purpose it into a 'care pack' for the elderly by filling it with items from a list of health essentials (printed on the box). Boxes containing the donations can be deposited at any POPStation islandwide, and SingPost will deliver them at no charge to TOUCH Community Services, SingPost's community partner for the initiative. The *Blessings in a Box* campaign will run till 31 January 2020, and is in partnership with Community Chest.

In addition to using boxes from the initiative, Shopee will also be selling items within the list for direct donation to TOUCH as part of the *Blessings in a Box* campaign as well.

The launch of *Blessings in a Box* is also in conjunction with World Post Day, a global celebration of all things postal which falls on 9 October every year.

Through the initiative, SingPost hopes to provide a convenient, meaningful and eco-friendly avenue for members of the public to provide comfort and security to the vulnerable elderly.

"As Singapore's national postal operator with extensive delivery networks and collection points, we are in a strong position to render assistance to the vulnerable elderly in society. Even as postal operations pick up pace due to the year-end peak season, we hope to bring warmth and relief to the vulnerable seniors among us, while doing our part to reduce packaging waste," said Robin Goh, SingPost Group Chief Brand and Communications Officer.



“TOUCH would like to thank SingPost for this very meaningful initiative. Practical items like plasters, thermometers and pain relief patches are often requested by our seniors. These items will be useful as many of them are homebound and may prefer to set aside money for other essentials. We hope the items can bring some comfort and relief to our seniors, for them to regain a measure of independence and mobility in their lives,” said Ms Yong Yin Hoong, Assistant Manager, TOUCH Senior Activity Centre.

“Shopee is grateful to be able to partner with SingPost on this heartwarming and empowering initiative. As our ageing population grows, it is important that we continue to support and provide relief to the elderly. We hope that Singaporeans will take this chance to step forward and help us in our efforts to make a difference in the lives of the recipients by donating useful items,” said Tiger Wang, Head of Marketing, Shopee Singapore.

“SaturdayClub is honoured to be able to play our part in this initiative. We hope to appeal to our customers for their generous blessings for the elderly, which from our previous CSR efforts have proven to be well received by our customers. The recycling aspect complements our commitment to sustainability, as seen from our reusable packaging material to quality clothing that are made to last,” said, Ying Tze Her, Chief Operating Officer of SaturdayClub.

How to donate

Recipients of the specially designed box can follow three simple steps to participate in the *Blessings in a Box* initiative:

1. After unpacking their purchases from the box, donors can pack items for donation into the box and seal it securely. Donors are strongly urged to only donate items from the below list:
 - a. First aid plasters
 - b. Medicated ointment
 - c. Moisturising cream
 - d. Pain relief patches
 - e. Thermometers
 - f. Toothpaste
 - g. Towel
2. Donors should paste the accompanying shipping label (that comes with every box) on the top of the box, and bring it to any POPStation islandwide.
3. Using the “Return My Parcel” option, donors can follow the on-screen instructions to deposit and send the box for free.

SingPost will deliver the box to TOUCH Community Services. TOUCH will then distribute the items to vulnerable senior beneficiaries. For more information, the public can refer to our dedicated Blessings in a Box website at www.singpost.com/blessings-in-a-box.

About Singapore Post Limited

For more than 160 years, Singapore Post (SingPost) as the country’s postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore.



Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

About TOUCH Community Services

Since 1992, TOUCH Community Services has served people of all ages, races and religions to see sustainable change and transformation in their lives. It believes in the worth and potential of every child, youth at-risk, family in need, senior and person with special or healthcare needs to grow, participate and contribute in the community. The heartbeat of TOUCH is **to activate potential, build independence, connect people, and deliver impact** by developing sustainable solutions in society. For more information on TOUCH, please visit www.touch.org.sg.

About Community Chest

As the hallmark of care and share, Community Chest has been uniting the community to fundraise and serve those in need, since 1983. In 2019, as Singapore reflects on its progress and milestones since its founding 200 years ago, Community Chest aims to highlight the importance of community giving and how it has been integral to the success of Singapore since its early days.

Under the **Bicentennial Community Fund**, the Government will provide dollar-for-dollar matching for donations* to Community Chest, up to 20% of the total funds raised from 1 April 2019 to 31 March 2020. Through this, Community Chest hopes to encourage the community to give and maximise the impact to enhance the sector's capabilities, create impactful partnerships and make caring a part of our everyday lives.

Community Chest supports about 80 social service agencies to meet underserved, critical social needs. As our fundraising and operating costs are covered mainly by Tote Board Group, 100% of your contributions goes towards empowering the lives of:

- Adults with disabilities
- Children with special needs and youth-at-risk
- Families in need
- Persons with mental health conditions
- Vulnerable seniors

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure and fast online shopping experience through strong payment and logistical support. Shopee aims to continually enhance its platform and become the region's e-commerce destination of choice.

Shopee has a wide selection of product categories ranging from consumer electronics to home & living, health & beauty, baby & toys, fashion and fitness equipment.

Shopee, a Sea company, was first launched in Singapore in 2015, and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Sea is a leader in digital entertainment, e-commerce and digital financial services across Greater Southeast Asia. Sea's mission is to better the lives of consumers and small businesses with technology, and is listed on the NYSE under the symbol SE.

[\(https://shopee.sg/\)](https://shopee.sg/)



About SaturdayClub

SaturdayClub started with the intention of dressing young people who are engaged with their culture and the environment, to create a casual yet cosmopolitan style. To meet their needs, SaturdayClub takes the latest global trends, mixes them with influences from the street to the most fashionable clubs, and reworks them into comfortable and easy to wear garments, always at the best price.

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