

## ***Brother Singapore associates celebrates World Water Day 2015***



This year's World Water Day theme is "Water and Sustainable Development," which addresses the fact that water touches all different aspects of life—many that we do not immediately realize are directly impacted by it.

As "Friends of Water", Brother S'pore is proud to support Cycle 350 (Reuse, Restore, Recycle for Water on 21 March 2015, Saturday), a mass cycling event organized to celebrate Singapore World Water Day 2015 at Singapore Sports hub.

This event aims to create awareness and reduce carbon footprint through recycling. (RE)CYCLE350 is an initiative to create awareness of reducing carbon footprint through restoring and reusing bicycles and recycling bicycle parts into works of art.



Through restoring used bicycles instead of manufacturing new ones, we can save up to 500 gallons of water per recycled bicycle.

Brother S'pore financially sponsored restoring 50 used bicycles to be donated to Singapore Red Cross – First Aiders on Wheels.

**Restored bicycles sponsored by Brother**



Lead by Tada san, 35 Brother Singapore Associates joined by our CSR partners for Water Conservation, Anthony Ee (Vice-Principal of Anchor Green Primary School) and his teachers, rose up early in the morning and gather at Sports hub at 6.30am to take part in the mass cycling.

We were flagged off at 7am, cycling 15km route around Marina Bay to encourage environment sustainability in saving water.

**Tada san with Anthony Ee (VP of Anchor Green Primary School) and his teachers**

The management would like to thank our associates who have taken time off during their weekend and precious "sleep time" to support and join us for this event.

We look forward to contributing even more to these noble causes in the near future. We hope these concerted efforts are truly representative of Brother's commitment to always be "at your side".



For detailed information on (Re)cycle350, please go to:

[https://www.facebook.com/fireflyconnections/timeline?ref=page\\_internal](https://www.facebook.com/fireflyconnections/timeline?ref=page_internal)