

PRESS RELEASE

The First Brother-AWWA Street Soccer Tournament 2008 to Promote Awareness on Healthy Lifestyle for Youths



SINGAPORE, 15 November 2008 – Brother International, a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, has partnered with its official charity of 2008, Asian Women’s Welfare Association (AWWA) to organize an Inaugural Street Soccer Tournament 2008 on 15th November 2008 targeted at the youth community. This event aimed to engage them in constructive activities to promote a healthy lifestyle and inculcate positive values in the youths through sports.

The Brother-AWWA Street Soccer Tournament 2008 included participation from Mr. Teo Ser Luck, Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports & Ministry of Transport as the Guest-of-Honour and special guest Dr. Lee Boon Yang, Minister for Information, Communication and the Arts (MICA). Mr. Zainudin Nordin, Mayor, Central District Community (CDC) was also present at the tournament including other members of the parliament.

“As part of our 100-year anniversary, Brother Singapore adopted AWWA as our special community outreach partner in June this year. As part of this meaningful partnership with AWWA, we are pleased to organize the very first street soccer tournament with the involvement of Brother’s staff. This is one of Brother’s commitments to AWWA and the community with our active participation. We will continue to work closely with AWWA to engage the youths in significant activities to build up their life skills in teamwork, goal-setting and leading a healthy lifestyle,” said Mr Takeo Shimazu, Managing Director of Brother International Singapore Pte Ltd.

“Through this event, we aim to engage the community as a whole by organizing a soccer tournament for our youths as well as attractions for family members and people from the neighborhood,” said Mr Tim Oei, Chief Operating Officer, AWWA. “We hope that by highlighting the social services available from various organizations, the community will be aware of certain at risk activities and where to turn to should they have questions or need assistance. We are glad to share this vision with Brother Singapore in reaching out to our community at large through various activities.”



Ceremonial match between the guest MPs and staffs of Brother International.

The MP team comprises of (from left) Mr. Hri Kumar Nair, Mr. Seah Kian Peng, Ms. Jessica Tan, Dr. Muhammad Faishal Ibrahim, Mr. Teo Ser Luck and Mr. Zainudin Nordin

The highlight of the tournament was a ceremonial match between the guest MPs and staffs of Brother International. There was also a special appearance of Singapore National Youth Soccer team (Young Lions) for a match with the boys’ team.

The tournament attracted more than 1,000 people from the community with 250 youths having registering for the soccer tournament.

During the preliminary rounds of the Street Soccer Tournament 44 boys teams have participated and the last four teams from each age group (13 to 15 years and 15 to 18 years) battled it out for the top positions. We also had 6 girls team vying for the top spot.

The winning Youth Soccer team was awarded the Brother Challenge Trophy. The winning team for the boys in age group 13-15 years was “Rebellions” and for the boys in age group 15-18 years was “Team L4”. The winning team for girls was “Bishan Arsenal Girls Team A”.

In addition to financial support to the event, Brother Singapore has also mobilized more than 30% of its staff to be involved in the planning and organization of the event.

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ABOUT BROTHER INTERNATIONAL SINGAPORE PTE LTD

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the "Customer First" approach in all aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother's regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. Across the region, Brother has subsidiaries in Thailand, Philippines and Malaysia, as well as liaison offices in Indonesia and Vietnam. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit www.brother.com.sg. Brother will always be “At Your Side” now and into the future.

ABOUT AWWA

The Asian Women's Welfare Association (AWWA) is a registered voluntary welfare organisation that has a membership body, its own constitution and by-laws. AWWA was established in 1970 and has been maintaining comprehensive programs that target children, youth, adults and families to empower them by maximizing their potential for independence. As a charitable organization they do not receive regular corporate support and hence Brother Singapore is the ‘pioneer’ of corporate participation in AWWA activities.

ABOUT NVPC

NVPC is the national body that promotes and develops volunteerism and philanthropy, functioning as a first-stop centre, catalyst and networking agency to foster the giving spirit in Singapore, whether of time, money or in kind.

We work with non-profit organisations, companies and public sector bodies to facilitate and strengthen Community Giving efforts through our promotional and networking platforms, public education programmes, training in volunteer management (including employee volunteering) and fundraising, as well as grants, research and publications.

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