



MEDIA RELEASE

Singapore Cruise Centre celebrates SG50 with four-month campaign to raise funds for dyslexic children

- *SCC launches campaign with \$50,000 donation*
- *Funds raised will help dyslexic children from low-income families improve communication skills through speech and drama programme*
- *More than 2 million cruise and ferry passengers can donate at HarbourFront and Tanah Merah terminals*

Singapore, 9 July 2015 – Singapore Cruise Centre (SCC) today launched a four-month campaign to raise awareness and funds for children from low-income families who suffer from dyslexia, a language learning and cognition difficulty estimated to affect one in 10 people in the population.

Mr Lee Yi Shyan, Senior Minister of State, Ministry of Trade and Industry and Ministry of National Development, officially launched SCC's "Embrace Dyslexia, Unlock Potential" campaign at a ceremony held this morning at the HarbourFront Cruise and Ferry Terminal.

Mr Lee, who was Guest-of-Honour at the event, said: "It is an honour to be part of this worthy cause. As we contemplate our accomplishments during this period of Jubilee celebrations, let us not forget that Singapore's small population means we have to do our utmost to unlock the potential of everyone in our society, including those who read and learn differently from the rest of us.



“I am therefore heartened to see corporations such as SCC celebrate SG50 by giving back to the community by supporting children from lower-income families. I hope many of the guests here today will participate in this meaningful effort.”

During the campaign from July to October, donation envelopes will be placed at strategic points throughout SCC’s HarbourFront Cruise and Ferry Terminal as well as the Tanah Merah Ferry Terminal to encourage port users to donate a minimum of \$2. Donors can drop off the envelopes at the arrival and departure halls, and the main passenger concourse. They also stand a chance to win attractive lucky draw prizes, including ferry and cruise tickets.

SCC launched the campaign with a donation of \$50,000. This amount and those raised from port users will help students from low-income families participate in the Speech and Drama Arts programme conducted by the Dyslexia Association of Singapore (DAS) Specialised Educational Services. The programme seeks to hone the children’s communication skills and boost their self-esteem.

About 23,000 of dyslexics in Singapore are preschool, primary and secondary school students who have dyslexia severe enough to warrant intervention. Many of them are from low-income families and have little means of getting treated.

SCC’s Chairman Mr Soo Kok Leng said: “SCC is grateful to be given the opportunity on this happy occasion of Singapore’s Golden Jubilee to do our part for dyslexic children from low-income families.

“Through the campaign, we hope to educate the public on dyslexia and help remove the stigma attached to the condition. Given access to proper education and training, dyslexic children are able to catch up with their peers in learning and reach their fullest potential in life.



“Singapore has come a long way since its humble beginnings to become the progressive and prosperous society it is now. We have been blessed in many ways because we have national policies and programmes in place to bring out the potential in many of us.

“As we count our blessings and ponder our good circumstance on the occasion of our 50th year of independence, let us make sure that we remain an inclusive society, and that we do not leave the less successful and disadvantaged in our community behind. We must let them know that they are not fighting their physical, emotional and financial battle alone.”

Mr Lee Siang, DAS’ Chief Executive Officer, said: “DAS is very thankful that the SCC not only identifies with the potential of children with dyslexia but has taken most positive action to support them. SCC's generosity will help level the playing field for children with dyslexia from needy families as they will be able to access much needed specialist intervention. This wonderful project will also significantly raise awareness of dyslexia amongst Singaporeans and visitors to Singapore.”

Donors stand a chance to win one of the 20 Star Cruises – 2 Nights Malacca or Kuala Lumpur Cruise (Wed) for Two on SuperStar Gemini and 50 Batam Fast & Bintan Ferries tickets as lucky draw prizes during the campaign, courtesy of Star Cruises, Batam Fast Ferry Pte Ltd and Bintan Resorts Ferries Pte Ltd.

The End

About Dyslexia Association of Singapore



Registered in 1991, the Dyslexia Association of Singapore (DAS) is today a vibrant voluntary welfare organisation with over 240 full-time staff who provide a wide array of services for dyslexics not only in Singapore but in the region. DAS Educational Therapists, Speech and Language Therapists and Specialist Psychologists provide support for over 3,000 preschool, primary and secondary school students in 13 centres all over Singapore. Besides the main literacy programme, DAS also offers support in Mathematics, Chinese, English Exam Skills and Speech and Drama Arts. Increasingly, DAS will provide support for dyslexics who also suffer from other specific learning differences such as attention deficit hyperactivity disorder (ADHD), dyspraxia, dyscalculia and non-verbal learning differences.

About Singapore Cruise Centre Pte Ltd

The Singapore Cruise Centre Pte Ltd was corporatised in 2003 and manages the award-winning cruise terminal and three ferry terminals in Singapore. Our experience in ferry and cruise terminal operation and management is well sought after by terminals elsewhere. This is in line with our vision to be the world's leading cruise and ferry terminal operator and international partner of choice in overseas cruise and ferry terminal management and consultancy.

For more information, please visit: www.singaporecruise.com

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