



HAW PAR HEALTHCARE LIMITED

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A MEMBER OF THE 美豹Haw par GROUP

For immediate release

Haw Par Healthcare Celebrates With People Born In Year Of The Tiger Proceeds Will Go Towards Society for the Physically Disabled

Singapore, 20 February 2010 - On the 7th day of the Chinese New Year, also known as Ren Ri (人日) - or everyone's birthday, Haw Par Healthcare, which owns world famous Tiger Balm will be holding a special celebration –Tiger Balm Record Roar 2010. It will be a celebration with heart whereby funds will be raised towards the Society for the Physically Disabled (SPD). The carnival style celebration will be held at Underwater World Singapore (UWS) on Saturday 20 February 2010 from 9 am to 5 pm. Everyone is invited.

We are fortunate to have Mrs Yu – Foo Yee Shoon, Minister of State for Community Development, Youth and Sports to grace this occasion. She happens to be born in the Year of The Tiger.

There will be many fun activities related to the Tiger Year, for example Tiger Face Painting for Children, Temporary Tiger Tattoos, performances by clients of SPD and many more. The funds raised will go towards transport subsidies for people with physical disabilities to travel to and from their homes and SPD in order to receive services such as day care, IT, vocational training and rehabilitation. Transport subsidy is one of the biggest expenses of SPD.

"According to the Chinese almanac, the coming year is the Year of The Golden Tiger. Tiger Balm will like to start celebrating this Year of The Golden Tiger in a special way by helping a worthy cause – Society for the Physically Disabled. We admire the spirit of those with disabilities -- they are like tigers – courageous and resilient in the face of setbacks," said Mr. A.K. Han, Executive Director of Haw Par Corporation Limited.

"We are very appreciative of these efforts by Haw Par Healthcare to help people with disabilities. It is indeed a touching and generous gesture that will go a long way in helping to ensure that people with disabilities receive the services that they need in order to maximise their potential," said Ms Chia Yong Yong, President of SPD, who was also born in the Year of The Tiger. Haw Par Healthcare has pledged to raise \$100,000 for SPD.

A special feature of this event is that Haw Par Healthcare aims to draw in a record number of people born in the year of Tiger. It will be the largest gathering of people born in the year of tiger at one place within 2 hours and will be recorded in Singapore Book of Records.

Between 9:00 a.m. and 11:00 a.m. on Saturday 20 February, Haw Par hopes to encourage all those born in The Year of The Tiger to gather at UWS to set a record. There will be many special treats to attract 'tigers' to attend this record breaking event. The first 388 people born in The Year of The Tiger to arrive will be given a complimentary limited commemorative edition of Tiger Balm Gold Plated Prosperity



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Coin Set, worth \$38. There will also be a lucky draw and 5 lucky 'tigers' will win a set of Gold Plated Tiger Family Sculpture, worth \$118.

Person born in the year of tiger will receive a Certificate for attending "The Largest Gathering of People Born in The Year of The Tiger " and a group photo will be taken at 11:30 a.m. All 'tigers' will also be given free entry into the Underwater World Singapore. Additionally, one of his / her immediate family member will be granted a 50% discount off the admission fee to the Underwater World Singapore on that day.

Another highlight of the event will be the search for "Nuclear Tiger Families", which have at least three "tiger" members and are present at the event. A surprise reward awaits them. **Members of a "Nuclear Family" refer to either one's spouse or children OR one's parents and siblings.**

"We have especially set aside for this event 500 sets of commemorative limited edition Gold Plated Tiger Family Sculpture at a very special price of \$118/set, and 2,500 sets of commemorative limited edition Tiger Balm Gold Plated Prosperity Coin Set at a very special price of \$38/set. Proceeds from these sales and other donations will be donated to SPD" said Mr. A.K. Han, Executive Director of Haw Par Corporation Limited.

Our Tiger Family Sculpture is 24K gold plated and it comes with 3 jars of Tiger Balm Ointment. Our Tiger Prosperity Coin Set is also 24K gold plated and it comes with 2 jars of Tiger Balm Ointment. Moreover, a Tiger Balm product set will be given away free for every \$10 donation to SPD at that event.

Limited quantities of the Tiger Family Sculpture and Prosperity Coin set are also available at DFS, Discover Singapore at Changi Airport Terminal 2, Sentosa Shop @ Imbiah Lookout, Yue Hwa Chinese Products, Underwater World Singapore and also at Society for the Physically Disabled.

Publicity of this event will be made through The Straits Times, Lianhe Zaobao, TODAY, radio and electronic direct mailers.

Visitors who are driving can park their cars at the Beach Car Park in Sentosa (covered car park next to Songs of the Sea). A shuttle service running between Beach Car Park and Underwater World Sentosa will be provided on the day of the event from 9 a.m. to 5 p.m. on Saturday 20 Feb 2010,

About Haw Par Healthcare Limited

Haw Par Healthcare's products are manufactured and marketed under its various established brands such as Tiger Balm and Kwan Loong. Its renowned ointment Tiger Balm and product extensions such as Tiger Balm Plaster, Tiger Balm Joint Rub, and Tiger Balm Neck & Shoulder Rub, are used worldwide to invigorate the body as well as to soothe away aches and pains. Started nearly 100 years ago, this Singapore brand -- Tiger Balm is now sold in over 100 countries worldwide. For more information, please visit www.tigerbalm.com

About Society for the Physically Disabled



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Society for the Physically Disabled (SPD) is a voluntary welfare organisation that promotes the interest, welfare and advancement of people with disabilities, in particular working in partnership with people with physical disabilities to develop their potential to the fullest. Through programmes and services that encompass rehabilitation, vocational skills and IT training, educational support, employment, assistive technology, day care and social support, we seek to enable them to be self-reliant and independent. For more information, please visit www.spd.org.sg

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