

PRESS RELEASE

For Immediate Release

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SHATEC Extends Hospitality from the Heart to 360 Households

1 SHATEC, Singapore's pioneer institution for hospitality studies and training arm of the Singapore Hotel Association (SHA), will be ushering in an early Christmas for 360 households in Bukit Batok on 9 November. In a school-wide Corporate Social Responsibility (CSR) campaign named "The SHATECare Movement", supported by the South West Community Development Council (CDC) and The Food Bank Singapore, students and staff rallied together in a week long collection drive to achieve the objective of gifting each identified household with a Christmas bundle containing at least \$25 worth of food and groceries items.

2 SHATEC has partnered with the South West CDC since 2014 in community help programmes. This latest initiative continues to centre on food and hospitality – the trademark of SHATEC's work. 360 needy families and vulnerable elderlies under the Adopt-A-Rental Block (AARB) @ South West programme, which rallies community and corporate partners to help in healthcare, social wellbeing, home safety and improvements, education and enrichment, will benefit from the initiative. The SHATECare movement is the largest scale community-based CSR effort organised by the school to date, involving over 280 students and 100 staff from SHATEC and SHA.

3 The objective of the initiative is to generate greater awareness among SHATEC staff and students on the plight of needy families present within our society. It is aligned to the “caring” virtue in SHATEC’s culture statement, to nurture students to become caring individuals with a heart for those around them. SHATEC’s Chief Executive, Ms Margaret Heng, deeply values the character development of all her students and encourages them to give back to society whenever they can.

4 “In Singapore we are blessed with a supportive government where there are subsidy schemes in place for the less fortunate. However, this does not absolve us of our social responsibility towards the society, of which we are a part of. We believe that individuals who are sensitive towards the needs of others and who have the heart to serve will grow into exceptional hospitality professionals,” said Ms Heng.

5 “It is our privilege to collaborate with SHATEC to bring cheer and happiness to the underprivileged during this festive season. Being able to source for food at far more affordable prices enables The Food Bank Singapore to give more in return for the same budget. We are honoured to be able to do our part for the community,” said Ms Nichol Ng, Chief Food Officer, The Food Bank.

6 The movement will culminate in a food drop taking place on 9 November 2015 with a team of nearly 100 volunteers, involving management, staff and student representatives. They will deliver the food bundles comprising rice, nutritional beverages, canned food, toiletries and SHATEC’s signature Christmas Fruitcake, freshly baked and packaged, to the doorsteps of the families. Over \$10,000 worth of food and daily utility supplies are expected to be given away.

7 In the planning stage of the movement, students are actively engaged in comparing food prices, learning to maximise every dollar and to make sound judgments in opting for healthy food options which are best valued for money for the beneficiaries.

8 Current student Yap Mei Xian, Geraldine, who heads the Community Involvement arm of the SHATEC Student Council, shares her observations of fellow schoolmates in the SHATECare Movement, “Many of my schoolmates are from low to low-middle income families themselves but there is total commitment to this cause as they know there are always others less fortunate than them. We are placing the needs of others above our personal wants to meet the target of 360 food bundles for the needy families as we really wish to bring everyone the joy of Christmas.”

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About SHATEC

SHATEC was set up in 1983 by the Singapore Hotel Association to equip Singapore’s hospitality industry with a skilled workforce. Since then, SHATEC has distinguished itself as arguably Singapore’s most recognised hospitality school with many of its 30,000 strong alumni from more than 20 countries helming key positions in the hospitality and tourism industry. As such, SHATEC received the prestigious “Most Outstanding Contribution to Tourism” award from the Singapore Tourism Board in 1992. It is also the first institution to be inducted into the World Gourmet Summit Hall of Fame in 2009 for winning the Culinary Institution of the Year award

SHATEC

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