

MEDIA RELEASE

Put Your Small Change to Good Use

– New initiative to advocate the gift of giving through small but meaningful gesture –

Singapore, 5 January 2019 – Christmas cheers may be over but a new initiative, “Small Change For A Cause” introduced by Ren Ci Hospital will keep the spirit of giving all year round. As Ren Ci continues to deliver quality care and impact the lives of seniors, donors are encouraged to gift their loose change to our good cause.

Since the launch of this campaign just before Christmas, one family has responded to the cause and ready to contribute their coin savings. Mr Jeremy Giam and his family have been putting aside loose change as part of their saving habit, but haven’t got the time to deposit into the bank. Mr Giam decided to tap on the home collection service which is provided for loose change exceeding more than five (5) kilograms and donate his bulk of coins to Ren Ci.

Speaking on the new initiative, CEO of Ren Ci, Mr Joe Hau is hopeful that “Small Change for A Cause” will invoke a new meaning to the journey of giving.

NOTE: Ren Ci is currently arranging with Mr Giam the collection of the loose change. Media is welcome to capture the moment.

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About Ren Ci Hospital

Established since 1994, Ren Ci Hospital is one of the few charity healthcare institutions in Singapore to provide high quality and affordable medical, nursing and rehabilitative care services for the community, based on the principles of loving kindness and compassion. Ren Ci plays an integral role in supporting the healthcare needs of the elderly through adopting holistic way of delivering person-centred care.

Besides giving hope to the frail elderly by helping overcome their disabilities and teaching their families to care for them at home, Ren Ci also partners various community groups and social enterprises to give dignity back to the elderly.