



FOR IMMEDIATE RELEASE

Legal to fly the Singapore Flag on your vehicles

Alfestco's project highlights little known legislation and dreams of putting a Singapore Flag on every local vehicle

Singapore – July 23, 2009 – A new local festival gifts company, **Alfestco Pte Ltd**, has started selling Singapore Flags built for vehicles. Entitled the "**National Car Flag Project**", the company hopes more Singaporeans will know and support the little known legislation change that allows and encourages the **display of Singapore Flags on vehicles during the National Day celebratory months of July, August and September**, to show national pride and loyalty to the nation.

On **16 Jul 2007**, the Ministry of Communications and the Arts (MICA) amended the **Singapore Arms and National Anthem Act** to extend the National Day Celebrations period from the month of August to the 3 months of July, August and September. Additionally in the amendment, the National Flag can now be **flown on both private and commercial vehicles** during this celebration period, as long as the flag is treated with respect at all times. This was previously not permitted in the old act.

"Two National Days have passed and we have not seen a massive display of affection and loyalty to the nation thru the display of car flags." says Ian Choo, co-founder of Alfestco. "And yet having **mobile vehicles fly the Singapore flag is the best way to spread national joy and spirit** to the widest number of people on every inch of the island. It is the best expression of our love for Singapore."

Each Singapore Car Flag is final assembled by some local low/no income housewives, and is sold at a street price of **\$5 each**. Alfestco wants to make this project even more meaningful by adopting **CARE Singapore** (Children At-Risk Empowerment Association) for the project, and will donate **\$1** for every street sale made to them. CARE is a charity that runs programmes to reach out to youths at risk of academic failure, have behavioural problems, emotional maladjustments, suicidal tendencies, and juvenile delinquency. "These children can become a good Singaporean if we help them in their darkest hours, and can celebrate many more National Days ahead", says Ian.

The Car Flags are sold in several carparks across the island, including **central carparks in Bedok, Bishan and East Coast Park**. Also, **IKEA (Both Tampines and Alexandra)** has given a retail space to the project and will have the car flags sold every **Saturday and Sunday** leading up to National Day. Retail gift chain **KUHL Concepts' 3 stores in AMK Hub, Plaza**

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Singapura and Tampines One, and gift shop Ideas Inc in Jurong Point are also retailing these Car Flags. Buyers of these flags will also get a **free postcard** specially illustrated by children under CARE's programmes. New retail locations will be added as the project gains momentum, and will be updated on the company's website www.alfestco.com.

"We hope to make it as convenient and as heart-warming as possible for everyone to participate in this meaningful National Car Flag project. Hope all Singaporean vehicle owners will join us in affirming our love and loyalty to the nation we call home! You can put 4 flags on your vehicle, buy for your fleet of company cars or get it as a gift for your friends and colleagues. Help us put a Singapore Flag on every vehicle in Singapore!" beckons Ian.

The "National Car Flag Project" runs from now till 9 Aug 09.

Other resources

About the legislation change permitting and encouraging the display of car flags during the National Day Celebratory period:

http://www.news.gov.sg/public/sgpc/en/media_releases/agencies/mica-nrd/press_release/P-20070717-1.html

About the Car Flag Product:

<http://www.alfestco.com/National%20Car%20Flag%20project/About%20the%20product.htm>

"National Car Flag Project" – Confirmed list of selling venues at press time

- KUHL Concept, Plaza Singapura, #03-25
- KUHL Concept, AMK Hub, #02-52
- KUHL Concept, Tampines One, #04-10
- Ideas Inc, Jurong Point, #B1-31
- IKEA, Both Tampines and Alexandra (carpark booth, during weekends)
- Bedok Central carpark (Next to food centre, weekends)
- Bishan Central carpark (Above bus interchange, weekends)
- East Coast carpark (Next to food centre, weekends)

"National Car Flag Project" – Police License for House-to-House Street Collection

L/HH/000140/2009, valid till 9 Aug 2009

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About Alfestco

Alfestco aims to be the most heart-warming creator and seller of Festival Gifts. Being the most heart-warming means our gifts will bring laughter and joy to the people who make them, sell them and buy them. Alfestco believes in self reliance before doing good, and aims to create a financially regenerative business system that channels at least 25% of project profits back into every society that they operate in. We aim to have a representation in every major city of the world, and to be a profitable company with the resources, heart and soul to help the societies that we operate in.

The founding team at Alfestco previously ran the "Little Christmas Hat Project" in 2008, which raised \$30,204 for Singhealth Foundation's CURE causes. The "National Car Flag Project" in 2009 is Alfestco's second national level project.

About Children At-Risk Empowerment Association (CARE Singapore)

Children-At-Risk Empowerment Association (CARE Singapore) is a non-profit, voluntary welfare organisation, member of the National Council of Social Service (NCSS) and registered charity with an Institution of Public Character (IPC) status.

The organisation was formed in 1997 by a group of concerned professionals who recognise that *"It is far easier to build strong children than to repair broken men"*. CARE 's approach is upstream preventive and we work with schools to reach out to youths at risk of academic failure, who display behaviour problems, emotional maladjustment, suicidal tendencies and juvenile delinquency. Our speciality is in helping vulnerable youths turn their lives around. Every child can succeed, and by being there for those who need a little more support, we can help change their future.

In the words of President S R Nathan, participation in CARE's work "is an investment that will reap handsome and long-term rewards by way of actualized potential and overall social stability."

Press Contact:

Ian Choo
Director and Co-founder, Alfestco Pte Ltd
ian.choo@alfestco.com
(65) 9338 9795

Note to Editors: For additional project and company information, please visit www.alfestco.com.