



FOR IMMEDIATE RELEASE

Singapore car flags going up on more vehicles

More Singaporeans put up car flags after CNA coverage, with new support from NTUC Fairprice to make it more accessible.

Singapore – August 05, 2009 – The “National Car Flag Project” organized by Alfestco Pte Ltd is gathering momentum. Sales of Singapore car flags have **increased 50%** since the Channel News Asia report, and Singaporeans are calling the organizers requesting for more retail points so that they can easily get these car flags. To this request, **NTUC Fairprice** has offered its support and will have the car flags sold at all sixty-seven **Cheers and Fairprice Xpress petrolmarts inside Esso petrol stations**, for the duration 7 August 09 (Friday) to 9 August 09 (Sunday).

“As a social enterprise committed to helping the community, we are proud to support CARE in their noble work to help at-risk youth, and local startup Alfestco realize their wish for 20,000 cars to fly the Singapore Flag in celebration of National Day. We hope that drivers this season will join NTUC Fairprice in supporting this project, and helping CARE empower and change the lives for these youth and the community,” says Mr Seah Kian Peng, FairPrice Managing Director (Group Business).

Each Singapore Car Flag is final assembled by some local low/no income housewives, and is sold at a street price of **\$5 each**. \$1 will be donated to **CARE Singapore** (Children At-Risk Empowerment Association) for every street sale made. 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.

To date, 4200 car flags have been sold to individuals and corporations. Besides Fairprice’s retail outlets in all Esso petrol stations, the car flags can also be bought at KUHLL Concepts in Plaza Singapura (#03-25), AMK Hub (#02-52) and Tampines One (#04-10), and Ideas Inc in Jurong Point(#B1-31). Special carpark booths will also be set up this weekend (8/9 August) in IKEA Tampines and IKEA Alexandra. Corporations can purchase from sales@alfestco.com.

“We hope Singaporeans will fly the Singapore flag on their cars and not be shy in showing our love for Singapore. It’s great fun, strangers will give you a heartwarming smile and you will feel very happy to be a Singaporean,” says Lee Han Pin, co-founder of Alfestco, who has 5 car flags on his Coffeebear van.

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)
- All 67 Cheers and Fairprice Xpress stores inside ESSO petrol stations

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

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

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."



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.

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