



FACT SHEET



- Objective** Singapore Exchange (SGX) is rallying Singapore's financial industry and companies listed on SGX to promote corporate social responsibility, by collectively undertaking a community service project that is now recognised as the industry's iconic event.
- Event details**
- ❖ The project is called "The Bull Charge® 2009".
 - ❖ It is a charity fun run around the Central Business District (CBD).
 - ❖ Proceeds will go to help children, youths, elderly, families in need, the disabled and health programmes.
- Guest-of-Honour** Dr Vivian Balakrishnan
Minister for Community Development, Youth and Sports
- Date / Time / Venue**
- ❖ **20 November 2009 (Friday)** at 5.00 p.m.
 - ❖ Assembly area : The Float @ Marina Bay
 - ❖ Event will start and finish at The Float @ Marina Bay
- Fun Run / Route** The Float @ Marina Bay, Marina Promenade, Collyer Quay, turn around at Marina Boulevard, Collyer Quay, Marina Promenade and back to The Float @ Marina Bay (3.2 km).
- Doggie Route** The Float @ Marina Bay, Marina Promenade, turn around at Esplanade Park, Marina Promenade and back to The Float @ Marina Bay (1.5 km).
- Dress Code**
- ❖ Compulsory : Suitable running shoes
 - ❖ Office Attire

Beneficiaries	Name of Voluntary Welfare Organisation	Objective of Programme
1) Asian Women's Welfare Association - AWWA Community Home for Senior Citizens (9%)	To provide sheltered housing for elderly aged 60 years and above.	
2) Autism Association (Singapore) - Eden School (5%)	To provide a quality education and nurturing environment for autistic children ranging from 7 to 13 years old.	
3) Autism Resource Centre (Singapore) - Pathlight F&B Vocational Training Programme (5%)	To provide certified vocational F&B training for students with autism and empower them with employability and vocational skills.	
4) Care Community Services Society - CareHuts (10%)	To provide after-school care for primary school children from low income and single parent families.	



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Beneficiaries (cont'd)

Name of Voluntary Welfare Organisation



Objective of Programme

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| 5) Persatuan Permudi Islam Singapura – Young Women Muslim Association - As-Salaam PPIS Family Support Centre (9%) | To promote the well-being of single parent families, particularly those from lower socio-economic backgrounds, through the provision of a comprehensive range of programmes and activities. |
| 6) Methodist Welfare Services - Tampines Family Service Centre (9%) | To develop and provide remedial, preventive and developmental services to help families address their needs and difficulties. |
| 7) Shared Services for Charities (5%) | To provide shared services to charities for better governance, organisational excellence and to promote strategic partnerships and professional volunteerism for non-profit capability building. |
| 8) Singapore Anglican Community Services - Hougang Care Centre and Simei Care Centre (10%) | To provide rehabilitative services to persons with mental illness, equipping them for reintegration into the community. |
| 9) Singapore Association for Mental Health - Insight Centre and Oasis Day Centre (9%) | To provide rehabilitative services and support group to individuals with mental illness and their family members. |
| 10) Singapore Cancer Society - Welfare Aid Scheme (10%) | To provide financial aid and medical supplements to needy cancer patients. |
| 11) The Spastic Children's Association School (9%) | To provide education for children aged 6 – 18 years with cerebral palsy and train them for future employment. |
| 12) The Straits Times School Pocket Money Fund (10%) | To help children and youths from low income families to continue attending school by providing them with the pocket money so they can sustain their day in school. |



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Media Partners	The Business Times and Channel NewsAsia
Supporters	Land Transport Authority, Singapore Sports Council, Temasek Holdings and Urban Redevelopment Authority
Partners in Sports	Singapore Pools and Tote Board
Honorary Auditor	PricewaterhouseCoopers
Sponsorship	<ul style="list-style-type: none">a) Corporate Sponsorship<ul style="list-style-type: none">❖ Diamond Bull Sponsor - \$100,000❖ Golden Bull Sponsor - \$75,000❖ Silver Bull Sponsor - \$50,000❖ Crystal Bull Sponsor - \$30,000❖ Institutional Sponsor - ≥ \$10,000 to \$29,999b) Title Sponsorshipc) Sponsorship-in-kind
How to participate	<p>You can participate via the following ways:</p> <ul style="list-style-type: none">a) Fun Run in the CBD<ul style="list-style-type: none">- Open to employees of SGX-listed companies and the financial industry (Distance: 3.2km)b) Management Team Relay<ul style="list-style-type: none">- Open to teams of 4 senior or mid-management staff, capped at 20 teams on a first-come-first served basis.<ul style="list-style-type: none">o 100m × 4 relay at The Float @ Marina Bayc) Bulls on Wheels <ul style="list-style-type: none">- Open to beneficiaries and CEOs or senior management of listed companies and the financial industry (Distance: ≈ 500m)d) Doggie Road Race <ul style="list-style-type: none">- Open to pet owners and their dogs on leash (the breed subject to Agri-Food & Veterinary Authority's approval)
Prizes	<ul style="list-style-type: none">a) Trophies for Top 3 Male and Female Runnersb) Trophies for Top 3 Management Teamc) Trophies for Top 3 Bulls on Wheels participantsd) Trophies for Top 3 winners of Doggie Road Racee) Trophy for Best Dressed Team of Fun Run participantsf) Trophy for Best Dressed Dog of Doggie Road Race