

NEWS ROOM

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GOING AN EXTRA MILE. SPECIALLY FOR YOU, MY NEIGHBOUR AND FRIEND.**1 November 2008**

Give a gift of kindness this festive season in support of Good Neighbour Day and World Kindness Day with Gardenia's Kindness Loaf.

For the fourth year running, Gardenia will be supporting the mission of the Singapore Kindness Movement to promote good neighbourliness and kindness in Singapore.

To commemorate this season of caring and sharing, Gardenia's Fruit & Nut Loaf will be repackaged as the Kindness Loaf to spread the message of "Specially for you, my neighbour and friend"

Gardenia will be distributing gift packs of our Kindness Loaf to our fellow Singaporeans from selected lower-income neighbourhoods on the 13th November 2008 Thursday. In addition, we will also be bestowing this gift of Kindness to our fellow neighbours along Pandan Loop as well as to all Gardenia staff.

To further spread and encourage this spirit of good neighborliness and kindness in fellow Singaporeans, the **Gardenia Fruit & Nut Loaf** and **Gardenia California Raisin Loaf** will be available to public institutions and corporate organizations as gifts of kindness at the special price of \$3.30 each (usual price \$4.20) and \$2.30 each (usual price \$2.95) from 1 November 2008 till 31 December 2008.

In the same spirit of good neighbourliness, a specially designed Gardenia Kindness Delivery Truck will be dedicated for the special delivery of these "kindness" loaves.

This is a good opportunity for everyone to spread the message of good neighbourliness and kindness at work and at play, with this gift of kindness for your colleagues, friends and neighbours. After all, Kindness makes a good spread on your bread, so share it with your neighbour today!

