

FOR IMMEDIATE RELEASE

Gardenia Singapore continues to deliver Wholesome Goodness and Love to the Community

\$200,000 cash donation and supply of Gardenia bread to support underprivileged children from lower income families and migrant workers affected by the COVID-19 outbreak

Singapore 23 June 2020 – As a brand which embraces community bonding, Gardenia Foods (S) Pte Ltd actively supports initiatives to promote family ties, love and kindness under its “Gardenia Cares” corporate outreach programme. The company has donated \$100,000 to support the disadvantaged children and their families from **Children’s Wishing Well**. Another sum of \$100,000 was donated to the migrant workers under the **Migrant Workers’ Centre**.



On 23 June 2020, children from the Children’s Wishing Well were delighted by a visit from the Gardenia “Maskcot” and Gardenia employees who delivered healthier sandwiches and fresh loaves of bread to their centre in Clementi. Children’s Wishing Well is a Voluntary Welfare Organisation (VWO) focused on children from disadvantaged backgrounds, mainly from families of

Singapore’s lowest 10% income tier. Gardenia’s donation to Children’s Wishing Well will support the immediate needs of the children and their families through the provision of daily meals, weekly groceries and online learning assistance.

To show appreciation to the Migrant Workers who have contributed to Singapore’s growth, Gardenia Singapore has also donated \$100,000 to the Migrant Workers Assistance Fund through Migrant Workers’ Centre. As most of the migrant workers are breadwinners who need to send money back to their families, Gardenia’s donation will help provide for daily needs such as local accommodation and meal support. This will also offer retrenchment assistance for any migrant workers if their employers had to cease business operations due to COVID-19.





Ms. Cynthia Samboo, Managing Director of Gardenia Singapore said: "The COVID-19 pandemic has brought about unprecedented times and hardship to the families in the whole world and our nation. Numerous vulnerable and disadvantaged segments of our community are hard hit by this crisis. Some families have lost their sources of income during this challenging time. It is our hope to help relieve their burden by providing daily necessities. During this trying period, Gardenia Singapore has also extended donation to the migrant worker community. We hope that our donation can help the migrant workers keep their spirits and energy up and make them feel comforted and cared for. Gardenia is privileged to do our part to help in this most challenging time and we will continuously strive to make a positive impact on our community."

Gardenia Singapore has earlier contributed to various outreach initiatives in response to the Covid-19 public health crisis, reaching out to support numerous vulnerable groups including the seniors, homeless and for the frontline healthcare and essential workers.

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About Gardenia Foods (S) Pte Ltd

Gardenia was first established as a small family-run bakery in Bukit Timah, Singapore in 1978. The secret to Gardenia's success lies in its traditional American recipe that has been tried and tested for generations. Over time, further improvements have been made to the range of recipes and the method of processing, especially in the area of automation. All these ensure that the aroma, taste and keeping qualities of the bread are consistently being maintained. The range of products has also grown to more than 50 varieties of freshly baked bread, buns and frozen products that cater to every occasion.

Today, Gardenia is the No.1 Selling Bread brand in Singapore. As the market leader with over 40 years of history under its belt, it has remained a household favourite for generations by staying true to the same enduring qualities of trust, reliability, good taste and freshness that has made Gardenia's breads **so good... you can even eat it on its own!**

About "Gardenia Cares"

"Gardenia Cares" is Gardenia's signature corporate social responsibility (CSR) programme which provides relief and assistance to various communities, such as the vulnerable seniors, disadvantaged families, underprivileged children and the disabled in Singapore. Besides the



objectives of giving back to society and fostering community spirit, Gardenia actively supports initiatives which promotes healthier diet and active lifestyle under the “Gardenia Cares” programme which targets different sectors of society.

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