

**FOR IMMEDIATE RELEASE**

**Brother Renews Support for Asian Women's Welfare Association (AWWA)**



*Second year of sponsorship kicks off with Brother- AWWA's Street Soccer Tournament*

**SINGAPORE, 4<sup>th</sup> September 2009**– Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has renewed its support for Asian Women's Welfare Association (AWWA) for a second consecutive year. Brother Singapore will continue to be the title sponsor for this year's Street Soccer Tournament organised by AWWA and its sponsorship policy extends beyond cash sponsorship with the company's staff regularly participating in various philanthropic activities organised by AWWA.

Brother had first adopted AWWA in 2008 as its preferred community outreach partner to support AWWA's youth program in engaging youth through healthy sports activities. The Brother-AWWA Street Soccer Tournament was launched in 2008 as a program to promote healthy lifestyle amongst youths and saw more than 250 youth participants coming together to compete for the Brother Challenge Trophy.

The **Brother-AWWA Street Soccer Tournament Finals** will take place on 26 September at Kallang Community Club and will have Brother employees volunteering as match marshals to support the logistics and registration. The finals will see both female and male teams competing in different categories: Under 12, Under 14, Under 18 and Girls Team (ages from 13 to 18).

Currently more than 60% of Brother's employees are involved in supporting AWWA programmes and activities throughout the year as they volunteer their time for different outreach initiatives including workshop facilitator's mentors, packing of goodie bags and even provide manpower assistance to AWWA for monthly food and school pocket money fund disbursements to beneficiaries.

Despite the economic downturn, Brother did not reduce financial support to AWWA this year and hopes to lead by example to other corporations and organisations where greater support in cash and kind is provided to charities and foundations to help the underprivileged and those in need.

"The partnership with AWWA has been a meaningful journey for both our management and employees. Youths need to know they can seek guidance and support in times of difficulty or stress and having our Brother employees actively involved and interacting with them through these AWWA organised activities, we are able to show them that Brother is truly by their side," said Mr Takeo Shimazu, Managing Director of Brother International Singapore Pte Ltd.

"It is especially during times like this where it is most important for greater financial aid to be provided so that the under privileged youths who come from low-income families and do not have the opportunities that are available to their peers can receive financial assistance needed for basic necessities and education. We are definitely pleased with our choice of AWWA as a partner as they have proven themselves to be truly committed in their initiatives to help youths build up their life skills in teamwork, goal-setting and leading a healthy lifestyle," added Mr Shimazu.

"AWWA is highly appreciative of Brother International Singapore's continuous support despite the economic recession as it has made a great difference to the people we serve. Due to the partnership, AWWA's youths are given more opportunities to participate in more sports-related activities, thus leading healthier lifestyles. We are definitely looking forward to future collaboration efforts with them," said Mr Daniel Chua, AWWA's Donor Relationship Manager.

Established in 1970, AWWA seeks to empower the disadvantaged through programmes for the elderly, disabled and families. The organisation offers support services for those in need under five key service groups: educational services, elderly services, family services, Therapy and Educational Assistance for Children in Mainstream Education (TEACH ME) and Centre for caregivers.

Brother recently organised a charity auction in July where Brother's laser and inkjet printers and Multi-Function Centres were auctioned off for money which were donated to AWWA. A total of S\$2,630 was raised during the event.

Brother also invited some AWWA youths to visits and bowling tournaments where its employees and AWWA youths interact with each other. Employees of Brother also visited AWWA Family Service Centre to learn more about the services that AWWA provides.

There are further plans to provide employment opportunities to the AWWA youths and to teach them life skills and guide them to be successful in life.

The Brother-AWWA Street Soccer Tournament 2009 will host (60 teams comprising of 300 youths in total) Dr. Lee Boon Yang, MP for Jalan Besar GRC as the Guest of Honour. Other MPs participating in the event are Mr. Teo Ser Luck (Mayor, North East District, Senior Parliamentary Secretary, MCYS & Ministry of Transport, MP for Pasir-Ris Punggol GRC), Mr. Zainudin Nordin (Mayor, Central Singapore District, President of Football Association of Singapore, MP for Bishan-Toa Payoh GRC), Mr. Seah Kian Peng (MP for Marine Parade GRC), Ms Jessica Tan (MP for East Coast GRC), Mr Michael Palmer (MP for Pasir Ris-Punggol GRC). In addition to the competition categories, there will be ceremonial & exhibition matches represented by various teams including one comprising of several members of parliament, Brother International senior management team, AWWA's youth team and the Teach Me Street Soccer Team.

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## **ABOUT BROTHER INTERNATIONAL SINGAPORE PTE LTD**

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the "Customer First" approach in all aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother's regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. Across the region, Brother has subsidiaries in Thailand, Philippines, Malaysia, Indonesia and Vietnam. For more information on Brother International Singapore and its products, please visit [www.brother.com.sg](http://www.brother.com.sg). Brother will always be "At Your Side" now and into the future.

## **ABOUT AWWA**

The Asian Women's Welfare Association (AWWA) is a registered voluntary welfare organisation that has a membership body, its own constitution and by-laws. AWWA was established in 1970 and has been maintaining comprehensive programs that target children, youth, adults and families to empower them by maximizing their potential for independence. As a charitable organization they do not receive regular corporate support and hence Brother Singapore is the

'pioneer' of corporate participation in AWWA activities.

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