

PRESS RELEASE

**BROTHER SINGAPORE JOINS HANDS WITH AWWA
TO NURTURE SINGAPORE YOUTHS
FOR FOURTH CONSECUTIVE YEAR**

**Exciting Brother-versus-Members of Parliament Match
at Brother-AWWA Street Soccer Tournament Finals 2011**



Brother-AWWA Street Soccer Tournament Winners with Brother's Soccer Team

SINGAPORE, 5 JULY 2011 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the “Customer-First” approach, has pledged to continue its support for nurturing the younger Singapore generation alongside the Asian Women’s Welfare Association (AWWA) for a fourth consecutive year. To kickstart the year-long collaboration, Brother and Members of Parliament demonstrated their polished soccer skills and sportsmanship in an exhibition match at the annual Brother-AWWA Street Soccer Tournament held on 2 July 2011.

Brother takes great pride in nurturing the youths, engaging them in a healthy lifestyle through sports and exercises. Since 2008, Brother has adopted AWWA as its community partner to work hand-in-hand in its youth programmes.

Over the past three years, the Brother-AWWA Street Soccer Tournament has reached out to over 3500 people and 600 youths. Just this year alone, the Brother-AWWA Street Soccer Tournament saw over 240 youths from 48 teams.

“Brother is very happy to have been by the side of AWWA and the 600 youths whom we have engaged over the past three years. We are thankful to AWWA for offering Brother this opportunity to contribute in their various activities and initiatives. Brother would not be able to play such a substantial role if not for AWWA’s consistent efforts in running these activities, year after year,” said Mr. Takeo Shimazu, Managing Director of Brother International Singapore Pte Ltd.

“AWWA is truly appreciative of Brother Singapore for giving their all in supporting our events and programmes all these years. Apart from monetary donations, Brother Singapore has taken their support one notch higher by engaging and motivating our youths, which is highly commendable. We appreciate their commitment to us and look forward to more partnership with Brother at our side,” said Mr. Daniel Chua, AWWA’s Donor Relationship Manager.

Apart from the annual Brother-AWWA Street Soccer Tournament, Brother staff members also volunteer for various activities and initiatives organised by AWWA, ranging from bowling tournaments to workshops where they guide and work together with the youths.

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.

For more details on the competition, please refer to **Appendix A**.

Appendix A – Competition Details

Event	Brother-AWWA Street Soccer Tournament Finals & Youth Carnival 2011
Where	Kallang Community Club
When	SATURDAY, 2 JULY 2011, 10am to 1pm
Guest of Honour	Mr Edwin Tong, MP for Kallang-Moulmein GRC
Special Guest	Mr Zainudin Nordin, MP for Bishan-Toa Payoh GRC President, Football Association of Singapore (FAS)
Exhibition matches	Playing of 1st Ceremonial Match Brother Int'l Vs GOH & Park Hotel Brother Int'l vs Ex-Singapore Players (Come see Brother International Team sweat it out against our GOH together with Park Hotel's Team and Ex-Singapore players.) Playing of 2nd Ceremonial Match AWWA Family Service Youth Vs AWWA Teach Me Integration Service Youth. (Bringing 2 very different groups of youths for a match.)

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. At AWWA, we run 5 services, AWWA Family Services, AWWA Educational Services, AWWA Teach Me Integration Services, AWWA Elderly Services and AWWA Centre for Caregivers. Please visit us at www.awwa.org.sg for more information.

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

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