

**PRESS RELEASE**

**BROTHER SINGAPORE SUPPORTS AWWA  
FOR THIRD CONSECUTIVE YEAR**

**Brother 'Battles' Members of Parliament at  
Brother-AWWA Street Soccer Tournament Finals 2010**



**SINGAPORE, 25 September 2010** – Brother International Singapore, a leader in home and business IT peripherals that focuses on the “Customer-First” approach, has pledged its support for the Asian Women’s Welfare Association (AWWA) for the third year running. To kickstart the year-long sponsorship, Brother and Members of Parliament gamely demonstrate real action and sportsmanship, taking the ‘court’ in an exhibition match at the annual Brother-AWWA Street Soccer Tournament.

Recognising the importance of nurturing the younger generations and staying by their side with unwavering support, Brother adopted AWWA as its community partner to contribute to its youth programme that engages the youth through healthy sports activities. The Brother-AWWA Street Soccer Tournament was launched in 2008 with the goal of promoting healthy lifestyle amongst youths, and has built a strong foothold since then.

With Dr. Lee Boon Yang, MP for Jalan Besar GRC as Guest of Honour, this year’s Brother-AWWA Street Soccer Tournament held at the Kallang Community Centre sees over 300 female and male youth competing for the Brother Challenge Trophy. They are

joined by various MPs, including Dr. Vivian Balakrishnan (Minister for Community Development, Youth and Sports) and Mr. Teo Ser Luck (Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports & Ministry of Transport) and over 1,000 cheering as audience. The competition age categories include Boys Under 12, Under 14, Under 17, 18 – 25, and Girls Under 14 and Under 17.

“Brother is glad to have been by the side of AWWA, with the long-term partnership struck to support a good cause helping to nurture its youths. We thank AWWA for giving Brother the opportunity to contribute a part in various activities and initiatives for the AWWA Youth Programme. Together, we are committed to help our youths build life skills and rapport through leading a healthy lifestyle – facing challenges positively, building confidence, learning communications, teamwork and goal-setting,” said Mr. Takeo Shimazu, Managing Director of Brother International Singapore Pte Ltd.

“AWWA applauds truly committed organisations like Brother Singapore that support us not just in financial and kinds donations, but in action engaging and motivating the youth. Brother has provided tremendous support and legwork for our programmes. We appreciate their commitment to us and look forward to future collaborations with Brother at our side,” said <Mr. Daniel Chua, AWWA’s Donor Relationship Manager>.

Besides providing financial support, Brother staff members also volunteer for various activities and initiatives organised by AWWA, ranging from bowling tournaments to workshops where they mentor and interact with the youth. Brother also helps with the disbursement of AWWA’s food and school pocket money fund to the needy.

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**

<b>Event</b>	Brother-AWWA Street Soccer Tournament Finals 2010
<b>Where</b>	Kallang Community Club

<b>When</b>	25 <sup>th</sup> September 2010, Saturday
<b>Time</b>	09.30 am
<b>Guest of Honour</b>	Dr. Lee Boon Yang, MP for Jalan Besar GRC
<b>Other MPs Attending</b>	<ol style="list-style-type: none"> <li>1. Dr. Vivian Balakrishnan (Minister for Community Development, Youth and Sports. MP, Holland-Bukit Timah GRC)</li> <li>2. Mr. Teo Ser Luck ((Mayor, North East District. Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports &amp; Ministry of Transport. MP for Pasir-Ris Punggol GRC)</li> <li>3. Mr. Zainudin Nordin (Mayor, Central Singapore District. MP, Bishan-Toa Payoh GRC)</li> <li>4. Ms. Jessica Tan Soon Neo (MP, East Coast GRC)</li> <li>5. Mr. Hri Kumar Nair (MP, Bishan-Toa Payoh GRC)</li> <li>6. AP Dr. Muhammad Faishal Ibrahim (MP, Marine Parade GRC)</li> <li>7. Mr. Zaqy Mohamad (MP, Hong Kah GRC)</li> </ol>
<b>Who is competing?</b>	<p>The finals will see both female and male teams competing in different age categories:</p> <ol style="list-style-type: none"> <li>1. Boys <ul style="list-style-type: none"> <li>▪ Under 12</li> <li>▪ Under 14</li> <li>▪ Under 17</li> <li>▪ 18 – 25</li> </ul> </li> <li>2. Girls <ul style="list-style-type: none"> <li>▪ Under 14</li> <li>▪ Under 17</li> </ul> </li> </ol>

<b>Exhibition matches</b>	<p>There are 2 exhibition matches.</p> <ol style="list-style-type: none"> <li>1. Members of Parliament <b>Vs</b> Corporate Team <b>(Brother Singapore)</b></li> <li>2. AWWA TEACH ME Integration Services <b>Vs</b> AWWA EXCELeRate Services</li> </ol>
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## 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](http://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 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.

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