



## **MEDIA RELEASE**

### **NCPG LAUNCHES CORPORATE & COMMUNITY PARTNERSHIP PROGRAMME TO REACH OUT TO 1 MILLION SINGAPOREANS**

The National Council for Problem Gambling (NCPG) today announced the launch of its Corporate & Community Partnership Programme to engage corporate and community organisations to expand the public education outreach to at least 1 million Singaporeans.

To kick off the programme, 12 organisations have come forward as inaugural partners, with plans to feature the NCPG 'Know the Line' and 1800-6-668-668 hotline or distribute educational material in high-traffic locations throughout the island.

"Recognising that problem gambling is a societal issue, the NCPG Corporate & Community Partnership Programme was developed to engage the community to educate the community," said Mr Kwek Leng Joo, Chairperson of Public Communications and Consultation Sub-Committee, NCPG. "Through our collective efforts with partner organisations, we will widen our communication channels and touch points to promote responsible gambling and give hope to problem gamblers and their families that help is available to them."

The initial line up of partners comprises 888 Plaza Coffee Shop, Comfort Delgro, Football Association of Singapore, K Box Entertainment Group, K Pool, Koufu Pte Ltd, National Environment Agency, People's Association, Polar Puffs & Cakes, Premier Taxis, PSC Corporation and Singapore Sports Council.

#### Spreading the Message to 'Know the Line'

The 12 corporate and community partners will be spreading the 'Know the Line' message and NCPG helpline through banners, table-top stickers, posters, decals, staff t-shirts, brochures and giveaways. The 'Know the Line' message is part of NCPG's public education campaign to help Singaporeans understand the dividing line between social and problem gambling, steps that should be taken to prevent problem gambling and the help avenues available.

The partners' efforts will extend to strategic high-traffic locations including:

- 6 hawker centres under National Environment Agency
- 14 stadiums under Singapore Sports Council
- 105 community clubs and centres under People's Association
- 29 food courts under Koufu
- 97 mini-marts under PSC Corporation
- 15,200 taxis under Comfort and CityCab taxis
- 2,500 taxis under Premier
- 33 retail outlets under Polar Puffs & Cakes

“The diversity of NCPG’s corporate and community partners builds a good platform to spread the message effectively to at least 1 million people across all sectors of society,” commented Mr Kwek on the efforts of the partners. “We are taking the message right up to where Singaporeans are having their meals, shopping for groceries, travelling on a taxi, exercising on weekends or even enjoying a game of pool with friends.”

Koufu Pte Ltd, one of the first to join as a corporate partner, took its efforts further. Its 800 staff have pledged their support to NCPG. Its Managing Director Mr Pang Lim also announced that he had applied to be self-excluded from the two casinos in Singapore.

“Being part of this cause is an extension of Koufu’s mission in making a difference to the wellbeing of everyone involved in our business.” explained Mr Pang.

Going forward, NCPG looks forward to the participation of more corporations and community groups in the programme.

“With the Corporate & Community Partnership Programme, we have laid the framework to welcome more partners who want to extend their corporate social responsibility efforts to this cause,” said Mr Kwek.

**About the National Council on Problem Gambling (NCPG):**

The NCPG was appointed in August 2005 as part of Singapore's national framework to address problem gambling. It is a council comprising 20 members with expertise in public communications, psychiatry and psychology, social work, counselling and rehabilitative services. The Council's role is to provide advice and feedback to the Ministry of Community Development, Youth and Sports (MCYS) on public education programmes on problem gambling and on the effectiveness of treatment, counselling and rehabilitative programmes; to decide on funding for these programmes; preventive and rehabilitative programmes; and on the applications for exclusion of persons from casinos. Stop Problem Gambling. Know The Line. Call 1800-6-668-668. For more information, please see [www.ncpg.org.sg](http://www.ncpg.org.sg).

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