

MEDIA RELEASE

PIONEERS OK! NEXT PHASE BRINGS SPECIAL NEW PROGRAMMES AND DEALS TO PIONEERS

New Senior Activity Centre opens in Bukit Merah to care for social health of low income seniors

Singapore, 22 April 2015 – NTUC social enterprises will be bringing “Pioneers OK!” programmes into the heartlands via a roving truck to offer more discounts and benefits to Pioneers. This is part of the 15-month “Pioneers OK!” package launched last October.

Roving Truck: bringing exclusive benefits into the heartlands

The Pioneers OK! roving truck is a six-month programme with six different themes that cover areas such as health, healthy living, daily essentials, cooked food and continuous learning. The themes are: “Know your Health”, “Let’s cook”, “Eat Well”, “Learning Fun”, “Relax”, and “Stay Active”. The roving truck will run from 25 April till the end of September. Details on the themes and venues are at [Annex A](#).

Starting with the first theme, “Know your Health”, the roving truck will go into neighbourhoods across Singapore every weekend to bring Pioneers OK! programmes to the residents. Under the “Know your Health” theme, Pioneers can expect to receive exclusive discounts of up to 50% on selected Unity supplements sold on the truck as well as free health checks. Those who complete the health checks will also receive a \$5 Unity pharmacy voucher. In addition, there will be pharmacists on hand to give professional counselling and advice.

Caregivers of Pioneers can also sign up for free talks by NTUC Health experts on tips to care for the elderly at home, as well as how to prevent falls.

Update on positive outcomes of Pioneers OK! package

NTUC Deputy Secretary-General Chan Chun Sing said, “The Pioneers OK! package is NTUC’s way of showing our care and concern for our Pioneers. It is our way of thanking them and honouring them for all their contributions to our nation. I am happy that Pioneers are happy with the special discounts to help them better manage the cost of living, and are pleased with the different programmes that have made their lives easier, such as the Pioneers Priority queues in stores as well as Pioneers Priority seating in the food courts”. More details of the Pioneers OK! package is at [Annex B](#).

Pioneers Monday

The savings to Pioneers, under the Pioneers Monday discounts at NTUC FairPrice, NTUC Foodfare and the Unity pharmacies, have been significant. Since the launch of the special discounts for Pioneers, NTUC FairPrice has helped a total of 175,000 Pioneers and other Seniors (who made their purchases on Senior Tuesdays) to save up to over \$111,000 per week on their purchases. Overall, NTUC FairPrice increased its reach by more than 50% and doubled the savings for Pioneers and Seniors.

Pioneers Exclusives

Pioneers also signed up readily for the programmes designed exclusively for them. The workshop to teach Pioneers to use smart devices was so well-subscribed that NTUC Learning Hub ran eight classes in the first three months since the launch instead of only three as originally planned.

Appreciating Pioneers

Pioneers will also be treated to end-of-year graduation concerts put together by 2,500 children from over 100 My First Skool pre-school centres this November. The concerts, with the theme of the transformation of Singapore, are aimed at showing appreciation to Pioneers. They will be held across the whole of Singapore, eg, Jurong, Pasir Ris, Woodlands and Beach Road.

Thanking Pioneers the NTUC social enterprises way

“The Pioneers OK! package is NTUC social enterprises’ way of expressing our appreciation and thanks to the pioneers of Singapore through concrete actions. Our aim is to put together the best package possible for the Pioneers and celebrate SG50 together with them. Knowing that the Pioneers are happy with what we have offered so far has inspired us to do more. Hence, the idea of the roving truck to bring good deals and programmes into the heartlands and directly to the Pioneers,” said Mr Tan Suee Chieh, Group Chief Executive of NTUC Enterprise.

Leaving no Senior behind

In addition to the Pioneers OK! package, NTUC Enterprise also announced the opening of NTUC Health’s SilverAce (Bukit Merah). This is the 7th Senior Activity Centre (SAC) run by NTUC Health to encourage active ageing among low income Seniors, who have little family support and limited social network. SilverAce (Bukit Merah) aims to reach out to the over 500 seniors, aged between 60 and 95 years of age, living in the four HDB rental blocks in Jalan Bukit Merah and Kim Tian Place¹.

Organised like a club-house, the SilverACE SAC is a place for Seniors to pass their time in the company of other peers and volunteers over a game of chess, KTV sessions, or other communal activities. It also conducts quarterly health-checks and dental checks for Seniors.

Apart from the organised activities at the centre, the staff at SilverAce SAC also conducts regular house-visits to monitor the health and wellbeing of the Seniors. This way, the staff will be able to identify health problems such as high-blood pressure and dementia among the Seniors, and refer them for medical treatment in a timely manner.

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¹ The four rental blocks are: Blk 115, 116, and 117 Jalan Bukit Merah, and Blk 124 Kim Tian Place.

PIONEERS OK! TRUCK ACTIVITIES

| THEME | MONTH | ACTIVITIES |
|-------------------------|--|---|
| Know Your Health | End April/ Early May Every Weekend 9am to 12pm 2pm to 4.30pm | <ul style="list-style-type: none"> • Receive FREE health screening (Blood Pressure, Blood Glucose, Body Mass Index) and consultation from our community pharmacists. Pioneers can receive \$5 voucher* upon completion of the health screening. • Enjoy EXCLUSIVE discounts for selected Unity house brand products such as Antiseptic Hand Sanitizer and Vitamin B Complex Plus, only available at PioneersOK! Truck. • Attend FREE caregivers' talk conducted by our healthcare professionals to learn about fall prevention and how to provide better care for your elderly at home. • Receive FREE dental screening and consultation by our dentists in our new mobile dental clinic, only on 2 and 3 May. <p><i>*\$5 off with min \$50 spent at Unity Pharmacy</i></p> |
| Let's Cook | May 2-3 May 3pm to 5.30pm Other Weekends 9am to 2pm | <ul style="list-style-type: none"> • Learn to cook healthy, delicious meals with Celebrity Chef Eric Teo and Chef Teo Yeow Siang! • Enjoy tasty food sampling and free goodies* from a selected range of FairPrice Housebrand products, only available at PioneersOK! Truck. <p><i>*Till stocks last</i></p> |
| Eat Well | June Every Weekend 9am to 2pm | <ul style="list-style-type: none"> • Drop by for a taste of Foodfare's favourite Rice Garden curry rice meals and Wang's Café hot beverages – all for FREE only at Pioneers OK! Truck. • Get EXCLUSIVE buys and discount vouchers redeemable at any Foodfare outlets! <p><i>*Till stocks last</i></p> |

| THEME | MONTH | ACTIVITIES |
|---------------------|--|--|
| Fun Learning | June + July Every Weekend 9am to 12pm | <ul style="list-style-type: none"> • Become a Pro! Join us for fun-filled demos of LearningHub’s popular “Going Online with Smart Devices” class – specially tailored for Pioneers. Discover everything you want to learn from language to technology! |
| Relax Lah | August Every Weekend 9am to 12pm 2pm to 4.30pm | <ul style="list-style-type: none"> • Relax with our FREE 10 minutes trial back massage by Kenko. • Redeem your LinkPoints for EXCLUSIVE deals only available at Pioneers OK! Truck! <ul style="list-style-type: none"> ○ 50 LinkPoints for One Cathay Cineplex Movie Ticket ○ 50 LinkPoints for Breakfast Sets worth \$3 • Enjoy a FREE goodie bag!* <p><i>*Till stocks last</i></p> |
| Stay Active | September Every Sunday 8am to 930am | <ul style="list-style-type: none"> • Start you day right with a fun exercise session to stay fit and healthy. • Enjoy a FREE breakfast pack with a goodie bag!* <p><i>*Till stocks last</i></p> |

PIONEERS OK! PACKAGE AT A GLANCE

| NTUC Social Enterprise | Pioneers Monday, Pioneers Priority, Pioneers Exclusives |
|------------------------|---|
| NTUC FairPrice | <ul style="list-style-type: none"> ▪ 3% discount (up to \$200) on Pioneers Monday ▪ Priority queue at all stores |
| NTUC FoodFare | <ul style="list-style-type: none"> ▪ 12% discount on Pioneers Monday at foodcourts ▪ 1 for 1 Kopi/Tea at Wang Café ▪ Free Coffee or Tea / Desserts / soup of the day at Vanda Terrace, (Orchid Country Club) for Pioneers Monday ▪ Priority seats at foodcourts and coffee shops |
| NTUC Income | <ul style="list-style-type: none"> ▪ Exclusive PioneerCare plan (personal accident plan) at 10% less than SilverCare plan (NTUC Income will also give away a complimentary Wang Café Card worth \$10 for all new purchases and renewals) ▪ Priority queue number at all six branches |
| NTUC Health | <p><u>Unity pharmacy</u></p> <ul style="list-style-type: none"> ▪ 6.5% discount on Pioneers Monday ▪ "Give Way" to pioneers in-store <p><u>Unity Denticare</u></p> <ul style="list-style-type: none"> ▪ Dental kit for pioneer generation patients. Dental kit consists of toothbrush, toothpaste, floss picks and denture tablets, etc. |
| NTUC Link | <ul style="list-style-type: none"> ▪ 50% less LinkPoints required for redemption of Metro, Swensen's and Cathay Cineplex vouchers at NTUC Trade Union House on Pioneers Monday. |
| NTUC Learning Hub | <ul style="list-style-type: none"> ▪ "Going Online with Smart Devices" classes – three-hour basic training programme on how to use a tablet and its related applications, customised for pioneers. <p>Call +65 6336 5482 or email enquiries@ntuclearninghub.com for more information.</p> |