

Media Release

9 March 2014

## **CHILDREN FROM DISADVANTAGED FAMILIES TO BENEFIT FROM SPONSORSHIP WITH LAUNCH OF UNITY BRAND JUNIOR SUPPLEMENTS**

- NTUC Unity Healthcare partners with MILK to do more for children from disadvantaged families
- Heng Chee How, Deputy Secretary-General of NTUC announces donation of \$50,000 from sales of Unity junior supplements over a period of one year, and presents more than \$30,000 worth of junior supplements to 50 families

### **Donation to MILK Fund to help children from needy families**

1 NTUC Unity Healthcare has partnered with MILK (Mainly I Love Kids) Fund to donate part of the proceeds from the launch of their new Unity brand junior supplements to children from disadvantaged families. Starting from today, \$0.50 from the sale of every bottle of Unity junior supplements at any of its 54 outlets across the island will be donated to MILK in aid of such children for a period of one year. A total of \$50,000 from the sales proceeds will be donated to the MILK Fund at the end of the year.

2 At the launch event today, 50 families and their children were treated to a movie screening and rides on the hippo bus. Guest of honour, Deputy Secretary-General of NTUC, Mr Heng Chee How also presented hampers of the Unity brand junior supplements with retail value exceeding \$30,000, to them on behalf of NTUC Unity Healthcare.

3 Said Dr Sheryn Mah, President of MILK Fund: "MILK is glad to be the adopted beneficiary for this meaningful year-long partnership. NTUC Unity's generosity in both the monetary donation as well as the donations of supplements to the families from our partner Beyond Social Services will make a significant impact in helping us serve the disadvantaged."

4 Said one of the beneficiaries, Mdm Khoh, mother of two boys aged 13 and 8 years, "My boys do not always have balanced diets with sufficient nutrition. The vitamins will help to make them stronger and not fall sick easily." Added Mdm Noredayu, a mother of a 5 year old boy, "The vitamins help to boost my child's immune system. I will be more at ease at work when he is healthy and attending school."

### **About Unity brand junior supplements**

5 NTUC Unity first launched its own Unity brand of products in 2012 with a range of adult supplements. The NTUC co-operative which was set up in 1992 to moderate healthcare costs is now launching its next phase of Unity brand products - supplements for juniors.

6 Similar to the Unity brand supplements for adults, the new junior supplements which include multi-vitamins, Omega 3 Fish Oil, Vitamin C, will cost on average 20% less than national brands.

7 Said Mr Chua Song Khim, Group CEO of NTUC Unity Healthcare, "The Unity house brand initiative was introduced to encourage working families to care for their health. By

offering cost-effective alternatives of healthcare products with quality that is comparable with current offerings, we hope more families will find it within their means to provide for the health needs of their young and old. This is in line with our mission to empower the community to care for their health and to live life to the full.”

### **NTUC Unity’s engagement with the Community**

8 To help lower income families, NTUC Unity Healthcare has partnered with the Agency of Integrated Care since 2012 to provide a regular 5% discount for over 540,000 members under the Community Health Assistance Scheme (CHAS). As of January this year, NTUC Unity has had more than 25,000 transactions with CHAS members translating into savings for them of some twenty thousand dollars.

9 To support the elderly, NTUC Unity has also been running Senior Tuesdays since 2006. On Senior Tuesdays, senior citizens above 50 years of age enjoy a 5% discount off their purchases at all Unity outlets.

10 Unity pharmacists also conduct regular health checks for members of the community. Last year, they reached out to more than 750 individuals. These include close to 300 seniors who are members of senior activity centres run by NTUC Eldercare. These health checks which are conducted once every three months at the Senior Activity Centres include monitoring of blood glucose levels, medication review and health counselling. Last year, NTUC Unity also set up self-help health check stations at five Senior Activity Centres – at Henderson, Telok Blangah, Lengkok Bahru, Taman Jurong and Redhill - with basic equipment for the seniors to regularly measure their blood pressure and weight.

###