

## Press Release

# Donor with a big heart to win 55-year supply of OWL coffee

(Singapore, 26 November, 2011) – Want to win 55 years of a lifetime’s supply of OWL Coffee and help the elderly poor at the same time? Now you can.

Come lunchtime next week on Monday November 28 and Friday December 2, OWL will be partnering The New Paper for a unique charity drive right in the heart of Singapore’s business district.

Any member of the public who is present outside the MRT stations at Raffles Courtyard this Monday from 11.30am will be entitled to a complimentary copy of The New Paper placed in an OWL goodie bag with sachets of OWL coffee in their brand new look.

There are 5,000 OWL goodie bags and copies of The New Paper to be given away. Members of the public are encouraged after they have received their OWL goodie bag to make a contribution of any amount to Lions Befrienders, beneficiaries of The New Paper’s Charity Project Helping Hands. The entire 100% of proceeds will go to The New Paper’s Project Helping Hands charity.

And The New Paper team will be around to choose one kind donor from the public who has demonstrated the most heart in giving. That person will win a cup of OWL Coffee a day for his entire lifetime as a special prize.

Project Helping Hands helps needy elderly Singaporeans by installing a wireless sensor alert system to track the resident’s movements. If no motion has been detected after a pre-set time, such as when the resident remains motionless due to injury or illness, an SMS will be sent to a caregiver or volunteer.

Lion Befrienders has identified 1,000 needy elderly Singaporeans living in one-room flats as potential beneficiaries. In order to build and install the hardware in these residents’ houses, Project Helping Hands aims to raise at least \$1 million by the end of the year.

Those who miss Monday’s charity drive need not fret for there will be another held next Friday outside Tanjong Pagar Plaza near the FairPrice supermarket and City Hall MRT station Exit B.

OWL Coffee mooted the idea of partnering The New Paper as a small gesture of thanking Singaporeans for making OWL Coffee their favourite brew since 1956.

OWL’s General Manager for Marketing Sherie Koh said, “We thank Singapore for making us their favourite coffee brew for 55 years. We have freshened up with our new look and want to show our appreciation in a



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small and humble way through this charity promotion with The New Paper. We thank everyone for their kind support and look forward to crowning the kind hearted donor through our drive with a cup of OWL Coffee a day for 55 years.”

Editor of The New Paper Dominic Nathan said, “We are pleased to partner OWL for this charity drive. We appreciate OWL’s kind gesture in supporting Project Helping Hands.”

Popular actress Jeanette Aw is the modern, new and charitable OWL’s ambassador, fronting a well-received nationwide advertising and promotion campaign.

OWL’s coffee craftsman has served up award-winning, Straits Asian heritage coffee since 1956.

It began by employing the traditional and time-treasured art and skill of roasting coffee beans and coffee powder. Within just a couple of years, OWL became one of Singapore’s most sought-after coffee brands, and it remains so today.

OWL has achieved this tremendous growth through dedication to perfecting and preserving the art of coffee making, resulting in time-tested and innovative recipes which have earned OWL the titles of The Singapore Promising Brand Award, the Singapore Heritage Brand Award and the Singapore Superbrands Award.

OWL has also been constantly rewarded for maintaining high standards of food safety, manufacturing excellence and product quality.

OWL’s commitment to manufacturing excellence and product quality has earned it the ISO 22000:2005 as well as the SGS ISO 9001:2008. In addition, OWL’s high standards of food safety saw it receive the Hazard Analysis & Critical Control Point (HACCP) - Singapore Standard SS444:1998.

In September this year, OWL picked up its most current award – the Singapore Packaging Star Award (Commercial - Sales and Display) for OWL Kopitiam Roast from the Singapore Manufacturers’ Federation.

It is with the same awards-winning dedication and passion that OWL’s new inspired look, flavours and this charity drive were conceptualised.

For more information, kindly contact **MNC Group**, PR consultants for OWL:

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