

OUR COMMUNITY



In 2011, the key focus of our Corporate Social Responsibility programme remained centred on the arts, sports and children causes.

In 2011, the key focus of our Corporate Social Responsibility programme remained centred on the arts, sports and children causes.

SUPPORTING THE ARTS AND SPORTS

In partnership with The Necessary Stage, we presented the seventh edition of the M1 Singapore Fringe Festival with the theme "Art & Education", in January 2011. The much anticipated annual arts festival continued to receive rave reviews and enthralled arts patrons and new enthusiasts alike.

During the year, we expanded our support of the arts with the sponsorship of two leading homegrown contemporary dance schools to help nurture the growth of local dance and dance talents. Under the umbrella of the National Arts Council's Arts Adoption Scheme, we established two three-year partnerships with T.H.E Dance Company and Frontier Danceland. This initial support is to enliven Singapore's dance landscape for contemporary works and contribute to the advancement of this art form.

In recognition of our support to Singapore's arts scene, M1 was presented with the Distinguished Patron of the Arts Award 2011, for the 11th consecutive year.

We increased our presence in the sports arena in 2011, sponsoring a series of events, including the Mission Foods World Netball Championships and Fairprice Foundation Nations Cup 2011 for netball, the HSBC Women's Champions 2011 for golf, the inaugural BAY Challenge sailing race, as well as the Li-Ning Singapore Open 2011 for badminton. We also continued to partner Netball Singapore in promoting the sport in schools, at the clubs and national levels.

GIVING OUR UNDERPRIVILEGED CHILDREN A HELPING HAND

Causes related to children continued to be the primary focus of M1's fund-raising efforts for the less privileged segments of the community in 2011.

The M1 Charity Golf 2011 and M1 Charity Jamboree 2011 were two key fund-raising activities successfully staged during the year and passionately supported by our staff, business partners and associates. The proceeds raised from these two



events were donated to M1's five adopted charities – Beyond Social Services, Children-At-Risk Empowerment Association, Children's Cancer Foundation, Singapore Children's Society and the Spastic Children's Association of Singapore.

Beyond fund raising, M1's employees showed unwavering enthusiasm and dedication by investing their personal time to bring cheer to the children of our adopted charities during the school holidays and festive occasions. Our M1 SunCare Club's caring volunteers organised interesting and fun-filled activities throughout the year, including field trips to the movies, the M1 Charity Jamboree, the Jurong Bird Park and a cookie-baking school.

IN SERVICE TO OUR NATION

In maintaining our commitment to the nation, M1 was once again proud to be a major partner sponsor of the 2011 National Day Parade (NDP). Held against the striking Marina Bay cityscape, the 46th NDP featured spectacular displays and heart-warming performances and was truly a meaningful and memorable celebration for all Singaporeans.

Another community project that M1 supported during the year was an innovative dengue alert system, known as "X-Dengue". Mobile users who sign up for the service will receive free SMS alerts when dengue hotspots appear near their residences, workplaces or children's schools.

BEYOND OUR SHORES

In the wake of Japan's earthquake and tsunami in March 2011, M1 collaborated with fellow telecom operators in Singapore to organise a SMS donation drive in aid of the Singapore Red Cross Society's relief efforts. We also waived related chargeable fees in support of the month-long fund-raising exercise.