

**MEMORANDUM OF UNDERSTANDING SIGNED BY
THE FULLERTON HOTEL SINGAPORE AND REACH COMMUNITY SERVICES
TO LAUNCH THE FULLERTON ACADEMY – A CORPORATE SOCIAL
RESPONSIBILITY PROGRAMME DESIGNED TO EMPOWER YOUTHS**



SINGAPORE, 20 FEBRUARY 2018 – The launch of Fullerton Academy in partnership with REACH Community Services, a registered charity and approved institution of Public Character on 3 February 2018 marked a new chapter in the history of the Fullerton Building – home to The Fullerton Hotel Singapore – as the iconic landmark celebrates its 90th anniversary this year. In keeping with the themes of regeneration, passion and community connections that undergird the growth of Fullerton’s hospitality brand since its opening in Singapore in 2001, the Fullerton Academy is a new corporate social responsibility programme designed to provide youths from low income families with mentorship and apprenticeship in the areas of hospitality and creative arts, equipping them with skillsets to take on meaningful careers in the travel and hospitality industry in future.

At present, the Fullerton Academy offers two training tracks. The first track equips youths with skills pertaining to the hospitality trade, providing training through modular workshops imparting etiquette, culinary and service skills. The second track empowers youths to cultivate their interests in the creative arts through music and photography programmes. Conducted by employees, vendors and partners of The Fullerton Hotels Singapore, the Fullerton Academy introduces skills-based volunteerism to the company and leverages on the resources and talents of trusted partners to deliver the training programme. In the pipeline, the hotel group has plans to take the Fullerton Academy to the next level by offering internship opportunities to graduating youths who display exemplary performance.



“The Fullerton Hotel Singapore is a national icon with a fascinating history that is intertwined with that of Singapore’s growth since 1928. As the brand grows, we hope stories of inspiration, innovation and impact will be written anew through our corporate social responsibility programmes,” said Cavaliere Giovanni Viterale, General Manager of The Fullerton Heritage. “With the launch of the Fullerton Academy, our Fullerton team is committed to steward our resources, talents and time to train and empower the next generation of Singaporeans, enabling them to dream and achieve big dreams beyond their current state of life,” he added.

The launch ceremony was attended by representatives from The Fullerton Hotels Singapore, REACH Community Services social workers, and 26 participating youths between the ages of 11 and 16, who were accompanied by their parents. A signing ceremony of the Memorandum of Understanding marked the beginning of a meaningful and impactful partnership between The Fullerton Hotel Singapore and REACH Community Service.

“Our social workers are very excited to partner with staff and vendors from The Fullerton Hotel Singapore to co-create content and curriculum for the Fullerton Academy training programmes. Through the one-year programme, I believe our youths will benefit from the apprenticeship and mentorship as they gain new skillsets and broaden their perspectives,” said Mr. Ho Siew Cheong, Chief Executive of REACH Community Services.

Principal photographer of 3 Little Pics, Mr Tey Yong How is one of The Fullerton Hotels Singapore’s vendors who has stepped forward to volunteer his time and service to conduct photography courses for the youths. Expressing his passion for the cause, he said, “Photographs tell stories of people, time and space. Through the training workshops, I hope to inspire and equip the teens to tell their own stories and that of others, as they view the world through a different lens. In time to come, I envision them to be “in-house” photographers for events held at REACH Community Services. This would be a wonderful way to hone their skills and give back to the community even as they receive training and apprenticeship from others.”

For more information about the Fullerton Academy, please visit <https://www.fullertonhotels.com/the-fullerton-hotel/launch-of-the-fullerton-academy.html>

Please refer to ANNEX A for a selection of event photos.



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About The Fullerton Hotel Singapore

2018 marks the 90th anniversary of the Fullerton Building, home to The Fullerton Hotel Singapore. Gazetted as Singapore's 71st National Monument, the hotel once housed the General Post Office, The Singapore Club and the Chamber of Commerce. It is a luxury hotel with 400 rooms and suites carefully designed to provide both business and leisure travellers with a sanctuary of serenity and comfort in which to retreat and rejuvenate. Dynamically located in the heart of the financial and arts districts, the hotel successfully blends rich heritage with contemporary style and personalised service to offer guests a world-class accommodation experience. Epicureans can enjoy a delectable array of dining selections. There are a total of 5 restaurants and bar in the hotel, namely Town Restaurant which presents international buffets and an a la carte menu, Jade features Cantonese cuisine, The Courtyard offers an Indian buffet, Japanese buffet and Afternoon Tea, and The Lighthouse Restaurant & Rooftop Bar with breathtaking views of Marina Bay serves authentic Italian cuisine. Post Bar, which features the original ceiling and pillars of the General Post Office, is the popular choice amongst the trendy elite. www.fullertonhotels.com/the-fullerton-hotel

About REACH Community Services Society

REACH Community Services Society (RCSS) was founded in 1998 by Grace Assembly of God to help the hurting and needy in our community. Registered as a charitable organization in 1999 and approved as an Institution of Public Character (IPC) since 2009. RCSS has been steadfast in offering community support and services to individuals and families through various community projects. We strive to inspire hope and empower change in needy families, distress couples, at-risk youths and lonely seniors through our four services: Family Service, Counselling Service, Youth Service and Senior Service. We seek to strengthen families through financial assistance, casework and counselling. Build enduring marriages through marital counselling and marital work. Empower at-risk youths through mentoring sessions and sports engagement programmes as well as to help our elderly to age gracefully. For more information, please visit <https://www.reach.org.sg/>.

ANNEX A



Cavaliere Giovanni Viterale, General Manager of The Fullerton Heritage and Mr Ho Siew Cheong, Chief Executive of REACH Community Services presented a goody bag comprising limited-edition memorabilia from The Fullerton Hotel to See Jiao Fa, a participant of the Fullerton Academy programme in the photography training track.



Cavaliere Giovanni Viterale, General Manager of The Fullerton Heritage and Mr Ho Siew Cheong, Chief Executive of REACH Community Services presented a goody bag comprising limited-edition memorabilia from The Fullerton Hotel to Muhammad Hakim Alfian Bin Abdullah, a participant of the Fullerton Academy programme in the culinary training track.



Cavaliere Giovanni Viterale, General Manager of The Fullerton Heritage and Mr Ho Siew Cheong, Chief Executive of REACH Community Services expressed their commitment to the Fullerton Academy programme with the signing of a Memorandum of Understanding.



Mr Richard Ng, Executive Sous Chef and Mr Michael Gremer, Executive Chef from The Fullerton Hotels Singapore introduced themselves as the trainers of the culinary programme.



THE FULLERTON HOTEL
SINGAPORE



Chan Heng Chuen, a participant of REACH Rock Steady performed 'Lego House' by Ed Sheeran at the launch of the Fullerton Academy. REACH Rock Steady is a community music programme started by REACH Youth Community Services to support youths-in-need to develop their passion and aspirations in music within a healthy and conducive environment.