



FOR IMMEDIATE RELEASE

Fact Sheet: Bloggers in Big Shoes (BBS)

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What is BBS?	An annual social media event that encourages empathy for the less fortunate.
Aim of BBS	To generate awareness for a noble cause every year. 100% of any money raised during Bloggers in Big Shoes will go directly to the adopted cause.
What is the common theme across all BBS editions?	Bloggers will don a pair of over-sized shoes to perform a task as a show of empathy for the less fortunate. All participants of BBS do so pro bono.
Beneficiary in 2010	Sanctuary House
Exclusive Sponsor in 2010	Canon

Participating Bloggers

<p>Name: Delcie Lam Blog: http://delciesdesserts.com</p> <p>A pastry chef specializing in baking for people with dietary requirements (vegans or for those with allergies). Was Art Director at DDB and was voted Noise's Top 20 Designers.</p>	<p>Name: Nikita Hengbok Blog: http://ihengbok.blogspot.com</p> <p>Popular cosplay model and blogger with a strong cosplay following in Singapore.</p>
<p>Name: Fabian Tan Blog: nussoccer.blogspot.com</p> <p>Former Young Lion and from the National University of Singapore. Also currently playing in the S League.</p>	<p>Name: Jeremy Tan Blog: http://soccerwav.blogspot.com</p> <p>Manages Soccer with a Vision with his brother Fabian Tan.</p>
<p>Name: Alfie Cai Blog: http://thehouseofgentlemen.blogspot.com</p> <p>This good-looker was one of the finalists in the 2010 my paper Executive Look competition.</p>	<p>Name: Dedrick Koh Blog: http://ninjamasterx.blogspot.com</p> <p>Runs the largest and most popular classical guitar blog in Singapore. Formerly worked at the interactive arm of Ogilvy (Redworks).</p>

If you require more information or if you want to interview the participating bloggers, kindly contact:

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