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**Month-long donation drive for abandoned babies ends with just \$3,329**

After a month long run, a donation drive to help abandoned babies ended on Sunday, 1<sup>st</sup> August with just \$3,329.

The campaign dubbed Project Baby Love, had aimed to raise \$5000 through the online fundraising platform Give.sg. Its beneficiary was Sanctuary House, the only volunteer welfare organization in Singapore that takes care of abandoned babies.

An exhibition futsal match called Bloggers in Big Shoes (BBS) was held on 25<sup>th</sup> July to raise awareness for Sanctuary House and Project Baby Love. Held at Sports Planet East Coast, the match saw bloggers playing against the Singapore Armed Forces Football Club (SAFFC) wearing clown shoes. Canon was the exclusive sponsor of BBS. Despite this, the donation amount still did not rise to hit target.

Creator of Bloggers in Big Shoes, Mr. Dedrick Koh, worries about how the donation drive ended.

“Sanctuary House really needs help. They do important work and they fill an important void in society. Looking after so many babies and children requires a lot of resources. The problem is that because they are so new, they don’t have much to work with.”

Mr. Koh said, ‘There are more organizations helping abandoned animals; more people are talking about and helping abandoned dogs and cats. But what about abandoned babies?’

“Pretending that this problem doesn’t exist don’t make the matter go away. We hope that Singaporeans will show these abandoned babies some love though the donation drive has ended.”

Sanctuary House cared for 24 babies in 2008, and 54 in babies 2009. 50 babies have been taken in by Sanctuary House so far and more are expected by end of this year.

For more information on Project Baby Love and Sanctuary House, visit <http://www.give.sg/TeamGIVE/Sanctuary-Campaigners/causathon>

For more information on Bloggers in Big Shoes, visit <http://www.bloggersinbigshoes.com>

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**Conclusion:**

This programme has many interesting and unique elements. It is public education done via reality television. It is an insider look into a lesser known industry. It is exciting as the protagonists race against time and work around a meager budget of 200 dollars to deliver a full fledged campaign. The programme comes timely in today's economic times where there are calls for higher productivity; it shows the possibility of delivering a lot more with a lot less. In times when Singaporeans are criticized for not thinking out the box, this program shows that one can achieve so much simply with their intelligence and imagination. In times when viewers are increasingly looking towards foreign produced media fare, here is a local original idea that hits the right notes in both education and entertainment.