



FOR IMMEDIATE RELEASE

Singapore Armed Forces Football Club to face Bloggers in Big Shoes for Charity

The Singapore Armed Forces Football Club's (SAFFC) first team players will face a team of prominent bloggers who will be wearing big clown shoes, in a football game for charity.

The event will take place on the 25th of July at Sports Planet East Coast. This match will also be the inaugural event for "Bloggers in Big Shoes".

"When we created Bloggers in Big Shoes, we envisioned a team of well-meaning bloggers who are willing to perform a task in over-sized shoes, as a gesture of empathy for the less fortunate," says Dedrick Koh, a participating blogger and creator of Bloggers in Big Shoes.

"We want to make this a yearly event," he said. "This year, to tie-in with the World Cup, we are tasking the bloggers with facing an S League Team."

The team of bloggers includes Alfie Cai (finalist in this year's my paper Executive Look competition), Fabian Tan (former Young Lion and current S League footballer), Jeremy Tan (co-owner of website Soccer with a Vision), Delcie Lam (one of Noise's Top 20 Designers and former Art Director at DDB) and Nikita Hengbok (popular cosplay model and blogger).

"When we sent out invitations to bloggers, we were overwhelmed by their quick and enthusiastic response," Dedrick said. "We are happy that many bloggers are willing to support Sanctuary House and Project Baby Love."

Sanctuary House is the volunteer welfare association that Bloggers in Big Shoes is supporting. It offers emergency foster care services to babies and young children. They are currently raising funds via their online fund-raising mechanism Project Baby Love.

"I think Project Baby Love is a great idea," says participating blogger Delcie Lam. "We take it for granted that every baby in Singapore will have a safe and loving home. I'm very heartened that Sanctuary House provides a safe and loving family environment for babies who desperately need love. I'm also proud to support Project Baby Love, because I also believe that all babies deserve love."

It was sentiments like these and the novelty of the event that attracted the Singapore Armed Forces Football Club (SAFFC).



SAFFC is one of the football clubs participating in the Singapore Professional Football League (S.League). They are also known by their nickname, Warriors. SAFFC has the best track record in the S.League, they have won the S.League championship an unprecedented 8 times in the 14-year history of the S.League.

SAFFC has an established history in community outreach programmes that benefit schools, grassroots and the less-privileged. The Handicap Welfare Association (HWA) is its adopted charity organisation and the Warriors have helped raised funds and awareness by participating in many of HWA's fundraising events.

"SAFFC is always looking for ways to help the community through football," said Kok Wai Leong, the General Manager for SAFFC.

Mr Kok commented that the good-spirited nature of SAFFC was a perfect fit for the novelty of Bloggers in Big Shoes.

"Facing a team of bloggers wearing oversized clown shoes will also be very interesting! How often do you see that?" Mr Kok says, "I'm sure our boys will get a real kick out of it!"

SAFFC and the bloggers aren't the only ones coming together to support Bloggers in Big Shoes and Project Baby Love. The unique concept and its noble cause are what attracted Canon to come on board and pick up the tab for the event. Canon is thus the official sponsor of Bloggers in Big Shoes.

When venue operators Sports Planet East Coast discovered that the match was to benefit babies and children who were physically abused and abandoned, they too wanted to help out.

"We were deeply moved by what everyone is doing," said Kevin Quah, the Director of Sports Planet East Coast. "We find helping babies and children in distress to be a great cause. We were so moved that we've decided to donate 50% of the total rental fee for this event back to Project Baby Love."

Project Baby Love is a one-month online fund-raising program that ends on the 31st of July. For more information on Project Baby Love, 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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