



FOR IMMEDIATE RELEASE

Project Baby Love

Project Baby Love is an online fund raising effort that was created by The Agency on behalf of Sanctuary House. Project Baby Love aims to raise money for babies who desperately need a safe and loving family environment.

Project Baby Love believes that all babies deserve love. Project Baby Love believes that regardless of the babies' race, religion or blood ties, all Singaporeans have a part to play in protecting the weakest, most unassuming and the most vulnerable segment of society – babies in need of medical and foster care.

There are many reasons why a parent may not be able to look after their child, but there's no good reason for society to turn its back on a baby. Project Baby Love gives Singaporeans the opportunity to show how much they care for babies.

Providing foster and medical care for babies is expensive. The Agency and Bloggers in Big Shoes are working together to encourage Singaporeans to donate to Project Baby Love at <http://www.give.sg/TeamGIVE/Sanctuary-Campaigners/causathon> . Donors can donate via credit or debit card in pre-set amounts of \$5, \$10, \$25. Donors can also specify the amount of money they would like to contribute.

All proceeds from Project Baby Love will go to Sanctuary House, a volunteer welfare organization that specializes in the foster care of babies in distress.

Fund raising for Project Baby Love ends 31st July. So give generously today!

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For more information, kindly contact:

Heng Yi-Hui
Media Relations Officer
heng.yihui@intelligenceintegrityimagination.com