



MEDIA RELEASE

Singapore companies unite to launch #SGPAYSITFORWARD

A ground-up initiative encouraging Singaporeans to support the vulnerable communities during the COVID-19 pandemic



Homepage screenshot of the #SGPAYSITFORWARD website

Singapore, 22 April 2020 – Launched today, [#SGPAYSITFORWARD](https://www.sgpaysitforward.com) is a ground-up initiative – led by Ninja Van and Night Owl Cinematics – that encourages Singaporeans to purchase a pay-it-forward care pack to help the vulnerable communities strengthen their defence against COVID-19.

HOW [#SGPAYSITFORWARD](https://www.sgpaysitforward.com) WORKS

1. Purchase a \$25 care pack at <https://www.sgpaysitforward.com>
2. The care pack will be donated to one of the rightful recipients identified by Young NTUC, SG Youth Action Plan panel members, Ministry of Culture, Community and Youth and National Youth Council
3. Forward the initiative to family and friends



All proceeds are in support of funding the provision, fulfilment, and island-wide delivery of these care packs. The care packs are designed to ease worries of the vulnerable communities by ensuring that they are well-equipped to safeguard themselves against COVID-19 so that they can focus on other aspects of life during these trying times.

The initiative will run from today until the 100,000 care packs are sold out.

With support of Young NTUC, SG Youth Action Plan¹ panel members, Ministry of Culture, Community and Youth and National Youth Council, [#SGPAYSITFORWARD](#) has identified a list of 100,000 rightful recipients for the care packs. These recipients include migrant workers, low-income families, senior citizens, and people with special needs.

The full list of recipients can be found [here](#).



Items in each care pack

¹ The SG Youth Action Plan panel members involved are Edward Chia (Co-Founder and MD Timbre Group Pte Ltd), Wendy Tan (Covering Director, Young NTUC), Shahira Abdullah (Immediate Past Vice-President, Mendaki Club)



Each care pack, priced at \$25, consists of the following items, sufficient for one to five persons, with the total retail price of \$42:

- 1 bottle of hand sanitiser (500ml)*
- 1 bottle of antibacterial body wash (500ml)*
- 1 tube of Vitamin C tablets*
- 1 bottle of disinfectant solution (500ml)
- 1 packet of antibacterial wipes (40 pieces)
- 1 bottle of antibacterial handwash (200ml)
- 1 pack of surgical masks (5 pieces)

**Two out of these three indicated items will be included in each care pack.*

The value of the care pack goes beyond its price point of \$25 (*equivalent to 4% of the \$600 one-off cash support issued to all Singaporeans aged 21 and above under the Solidarity Budget*). Cloversoft, Guardian, NTUC FairPrice, Radha Exports, Lazada, Supersteam, and Unilever have contributed the care pack items at cost price; packaging and delivering services are provided by Ninja Van at below cost; and all media companies involved are doing content creation and distribution for free.

#SGPAYSITFORWARD – The one-week-old founding story

The brainchild of Mr. Lai Chang Wen, CEO of Ninja Van, and Ms. Chan Sylvia, CEO of Night Owl Cinematics (NOC), [#SGPAYSITFORWARD](#) gathers strength from local media companies like GOODSTUPH and SGAG, as well as a list of Singapore-headquartered companies like Carousell, Kinohimitsu, Love Bonito, and ShopBack.

“When strict social distancing measures are implemented to combat COVID-19 in some of our markets, we reached out to the respective authorities to see how we can leverage Ninja Van’s outreach capabilities and logistics network to better support the local communities,” said Mr. Lai Chang Wen, CEO of Ninja Van. “As a Singaporean company – of course – we want to utilise our resources to do our part for the country. Nothing beats a collective contribution in action.”

“When Chang Wen told me about his idea, it was like a match made in heaven,” said Ms. Chan Sylvia, CEO of NOC. “NOC was already working with Guardian to put together a care pack, and with Ninja Van in the picture, we were able to expand the idea and maximise the impact. Our initial target was only 5,000 care packs. But with [#SGPAYSITFORWARD](#), we’ve effectively amplified our dream project’s reach by 20 times!”



Be a part of [#SGPAYSITFORWARD](https://www.sgpaysitforward.com) now at <https://www.sgpaysitforward.com>.

Or simply share this news with your wider audience :)

Let us do our part in paying it forward.

Download [#SGPAYSITFORWARD](#)

- Brand assets [here](#)
- Homepage screenshot [here](#)
- Hi-res image of the care pack [here](#).

About [#SGPAYSITFORWARD](#)

The [#SGPAYSITFORWARD](#) ground-up initiative aims to help Singaporeans do good from the comfort of their homes. At just \$25 per care pack, Singaporeans will be able to purchase these pay-it-forward care packs off the [#SGPAYSITFORWARD](#) site at <https://www.sgpaysitforward.com>, and they will be delivered to pre-identified vulnerable communities around Singapore.

All proceeds are in support of funding the provision, fulfilment, and island-wide delivery of these care packs. The care packs are designed to ease worries of the vulnerable communities by ensuring that they are well-equipped to safeguard themselves against COVID-19 so that they can focus on other aspects of life during these trying times.

The [#SGPAYSITFORWARD](#) ground-up initiative is led by Ninja Van and Night Owl Cinematics, with strong support from local media companies like GOODSTUPH and SGAG, as well as a list of Singapore-headquartered companies like Carousell, Kinohimitsu, Love Bonito, and ShopBack.

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