



FOR IMMEDIATE RELEASE

Ninja Van Singapore and the Singapore Kindness Movement Launch Inaugural Delivery Driver Appreciation Campaign

As the official logistics partner of Kindness Day SG 2022, this first-of-its-kind collaboration spotlights Singapore's tireless delivery men and women.

SINGAPORE, 9 MAY 2022 – Ninja Van Singapore, a tech-enabled express logistics company, and the Singapore Kindness Movement (SKM) launch the driver appreciation campaign today to encourage the public to greet deliveries with gratitude. The month-long campaign will see the distribution of 10,000 co-branded Kindness Kits to members of the public, more than 500 appreciation packs to all delivery personnel in Singapore, and social media activation to spread kindness.

“Our delivery personnel have been working tirelessly all day, and doubly hard during the double-digit shopping campaigns and year-end festivities. They are essential frontliners during the pandemic, ensuring online purchases are delivered on time all while navigating a new, challenging, and uncertain environment,” said Ray Chou, Country Head of Ninja Van Singapore. “This is why Ninja Van Singapore, together with SKM, introduced this appreciation campaign to shine the spotlight on these unsung heroes, and encourage customers to show their appreciation to all delivery personnel.”

“Our delivery drivers are indispensable frontline workers who make life more convenient for us, especially during the pandemic. It is important to show our gratitude for their hard work. Singapore Kindness Movement is delighted to support Ninja Van’s campaign in appreciating delivery drivers this Kindness Day. Kindness through appreciation demonstrated by each individual is the road to fostering a stronger society. A kinder YOU, a stronger US!” said Dr William Wan, General Secretary, Singapore Kindness Movement.

Distribution of Kindness Kits and Drivers Appreciation Packs

As the official logistics partner of Kindness Day SG 2022, Ninja Van Singapore is supporting the packing and distributing of 10,000 Kindness Kits in its [postage polymailers](#). Each kit comprises co-branded merchandise and collaterals, designed to encourage the community to show their appreciation for all delivery personnel. These include a door hanger for residents to hang at their front doors in appreciation of delivery drivers, and a sticker sheet with the Singa and Ryo mascots for them to decorate SKM’s appreciation postcards and cardboard with.

Volunteers from Ninja Van Singapore’s headquarters will be activated over the next few weeks to make special deliveries of the Kindness Kits in selected neighbourhoods.



Ninja Van Singapore has also put together more than 500 driver appreciation packs for all drivers to collect on a first-come-first-serve basis. The contents of the pack are curated by Ninja Van's drivers, where they voted for items they find useful on the roads via a survey. Regardless of their place of employment, any delivery driver just has to show up in their delivery uniforms to collect the appreciation packs from Ninja Van's headquarters located at Bukit Merah. Collection details will be shared on Ninja Van Singapore's [Facebook page](#) closer to date.

Social media contest

From 10 to 20 May, Ninja Van Singapore will be running a social media contest for the public. Through submitting an Instagram Story of a delivery person they know or wish to feature in their uniform, 100 winners will be chosen to win a \$50 NTUC voucher. The contest will end on 19 May at 11.59pm, and winners will be announced on 20 May (Kindness Day), via Ninja Van Singapore's Instagram account.

The mechanics of the contest will be shared on Ninja Van Singapore's [Instagram account](#) on 10 May.

Reaction Video

As part of the campaign, Ninja Van Singapore has collaborated with foodpanda to launch a reaction video that features drivers and riders from both platforms reacting to mean social media comments. Through this video, both brands hope to spotlight some of the common prejudices that delivery personnel are subjected to, and inspire more understanding and compassion from customers.

The video is available on Ninja Van Singapore's [Facebook page](#).

Press images can be downloaded [here](#) for your perusal:

- Campaign's hero image
- Distribution of Kindness Kits
- Contents of Kindness Kits