

LIONS OF HEALTHCARE



PRESS ADVISORY

Lions of Healthcare We Thank You

Over a hundred enterprises in Singapore have come together on a one-stop dedicated platform to thank the healthcare community from over 40 public and private healthcare institutions

The COVID-19 pandemic is a crisis like no other. Its effects are severe and far-reaching on the local and global fronts and these will have a long lasting impact. It has also caused fear, anxiety, pain and disruption to our lives.

The number of infections has been increasing exponentially bringing the total number of infections to more than 17.9 million globally with more than 680,000 deaths*.

Singapore is not spared and our infection number has passed 52,000*. However, the total number of deaths at 27* makes Singapore one of the rare countries in the world with the lowest mortality rate from COVID-19. This is reflective of Singapore's robust and highly efficient healthcare system.

True to their calling, our healthcare teams have shown fortitude and sacrificed their personal safety to save others. It is, in part, due to their selfless efforts that the Singapore economy is able to re-open sooner and our lives can be normalised as much as possible.

(*as of 3rd Aug 2020)

During the COVID-19 pandemic, local communications agency Ad Planet Group initiated a platform for enterprises in Singapore to collectively thank healthcare workers who have been in the forefront to fight this battle.

Lions of Healthcare We Thank You, will be officially launched 4th August 2020.

Lions of Healthcare We Thank You is a platform which reaches more than 50,000 healthcare workers. Staff from more than 40 hospitals and healthcare institutions can enjoy tangible benefits from this program.

They include those from the public healthcare institutions under the NHG, NUHS and SingHealth clusters as well as from the private sector, IHH Group, Raffles Medical Group and Farrer Park, Mount Alvernia and St Andrew's Community Hospitals.

The Ad Planet Group has thus far curated more than 120 offers on this comprehensive platform to thank the healthcare workers. Many more offers are in the pipeline.

Enterprises comprising leading hotels, F&B outlets, fashion and beauty houses and utilities company, SembCorp, have come on board.

For the full list of promotions that are currently offered, healthcare warriors can visit <http://lionsofhealthcare.com.sg/>

"**Lions of Healthcare We Thank You** is a message board for enterprises in Singapore to express appreciation to our healthcare warriors - doctors, nurses, nursing aides, support staff... who are fighting COVID-19. Each enterprise decides how it wishes to express its thanks and we are reaching out to a wide spread of enterprises to make our Lions of Healthcare feel special. We also welcome messages of appreciation from the public to thank our Lions. We have a world class healthcare system that Singaporeans can be very proud of and the Ad Planet Group has created **Lions of Healthcare We Thank You** as a community project to honour our healthcare Lions. (Tan Shook Wah, Lead team member, Ad Planet Group Community Program.)

"This initiative is different because it seeks to thank the healthcare workers tangibly as well as allows enterprises in Singapore to thank them over a period of time. We recognise their contributions and want our heartfelt appreciation to them to be remembered even post COVID-19. The AdPlanet Group is happy to launch this as our community program in this time of severe crisis." (Colt Seow, Lead Creative Strategist, Ad Planet Group)

"The Lions of Healthcare initiative comes at a time when solidarity and support for our Healthcare workers within the community is key. ORBA is humbled to have an opportunity to give back and play a role in acknowledging our healthcare workforce. Together with our Orchard Road stakeholders, exclusive bundle deals and promotions have been designed especially for our frontline and healthcare heroes who have shown their dedication, commitment and hard work in protecting public health and keeping our nation safe." (Mark Shaw, Chairman ORBA, Lions of Healthcare Partner)

"We are greatly heartened and thankful for this wonderful initiative, which has rallied so many enterprises to show their support for healthcare workers. Over the past few months, we have received an outpouring of support from the community, and that has helped many of my colleagues get through this difficult period. The participation of the wide spectrum of enterprises in Singapore in support of healthcare workers is nothing short of amazing. While I am sure my colleagues will enjoy the wonderful array of benefits curated under the Lions of Healthcare initiative, it is ultimately the support and appreciation of the community that encourages us and gives us renewed strength in

the ongoing fight against COVID-19.” (Professor Yeoh Khay Guan, Chief Executive of the National University Health System, NUHS).

“I am humbled to walk alongside all of you in this gargantuan journey. Thank you for your commitment, mettle, grit, determination, team spirit, sacrifice, and fortitude. Together, We Shall Overcome COVID-19.” (Professor Philip Choo, Group CEO, National Healthcare Group)

"It hasn't been easy for us with COVID-19. We couldn't dine with our family even at home especially when we have elderly parents. Couldn't meet our friends over coffee to chill out, can't even eat together with our colleagues. Now that some restrictions are lifted, we are really appreciative that we can start to enjoy the many exclusive promotional offers for Lions of Healthcare. Thank you for organising Lions of Healthcare for us!" (Nursing Officer Elizabeth Phua, SGH)

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