



KWONG WAI SHIU HOSPITAL

廣惠肇留醫院

Since 1910

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Patron Deputy Prime Minister Wong Kan Seng

FOR IMMEDIATE RELEASE

PRESS RELEASE

Tai Wah 53rd Anniversary Charity Beauty Event to raise funds for the poor and elderly patients at Kwong Wai Shiu Hospital

Singapore, 30 Sept 2009 – Tai Wah Distributors Pte Ltd (Tai Wah, a renowned hair and beauty products distributor, is initiating a Charity Beauty Event – Embrace Evolution – to do their part to help the sick, needy and elderly ride through the tough times. All proceeds from the event will go to Kwong Wai Shiu Hospital (KWSH), a charity hospital dedicated to the care of the sick and elderly.

From 5-7 October 2009, 11am-9pm, at Raffles City Shopping Centre Level Three Atrium, the public can have their hair cut by professional hair stylists for a minimum donation of \$10 (usual price: \$55). They can also choose to have a hand-moisturising paraffin treatment by professional beauticians for a minimum donation of \$10 (usual price: \$38). All are invited to enjoy a makeover while doing their part for charity.

“We are very grateful to Tai Wah and all the professional hair stylists and beauticians for their compassion and time to raise funds for Kwong Wai Shiu Hospital, which is heavily dependent on donations and volunteers to sustain our hospital operations and to be able to provide affordable and quality healthcare for the many needy and elderly patients under our care. We would also like to thank Mediacorp for helping to publicise the event.” said Mr Keith Lee, CEO of KWSH.

“We realize the difficulties in running an organization during these difficult times. It'll be much worse for a charity organisation that is dependent on donations. It warms us to do our part and we hope the public will come forward to 'Embrace Evolution'. ” said a spokesperson from Tai Wah Distributors Pte Ltd.

For more information on Embrace Evolution (*Natural Beauty. Style Trimming. Love Sharing*), please call KWSH at 6297 6250 or visit www.kwsh.org.sg

About Kwong Wai Shiu Hospital

KWSH is a 99 year-old charitable organisation committed to caring for the sick and needy. With a staff strength of about 300 employees, KWSH is a community hospital and a 350-bed nursing home, which occupies 14 blocks in a 6-acre compound. The hospital's facilities include In-patient Wards, a Physiotherapy Department, an Out-patient Department, a Day Rehabilitation Centre and a Traditional Chinese Medicine Centre. For more information, visit www.kwsh.org.sg

About Tai Wah Distributors Pte Ltd

Tai Wah Distributors was founded in 1956 as a partnership for the distribution of haircare products to professional channels and later converted to a private limited company in 1971. They have expanded their line of distribution to hair, skin & nail care products in South East Asia as well as a manufacturing plant in China for their renowned TUFT hair & beauty equipments today.

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