

MEDIA RELEASE**Embargoed till 15 December 2021, 4pm****Local jeweller MUS.za launches coffee-table book with
Dementia Singapore to inspire giving**

A collection of 30 personal stories, Gems of Memories is part of MUS.za's annual fundraising campaign for the dementia community



MUS.za founder Esther Ho with Gems of Memories, a collection of 30 personal stories of precious memories.

SINGAPORE (15 December 2021) – Local fine jewellery retailer MUS.za has launched a coffee-table book that it hopes will inspire philanthropy and acts of kindness among people in Singapore.

Titled *Gems of Memories*, the 133-page limited edition book is part of MUS.za's annual fundraising campaign for Dementia Singapore. Through the campaign, it hopes to raise S\$100,000 for the dementia community.

Retailing at S\$100 each, the coffee-table book is produced in collaboration with Dementia Singapore and renowned content agency, The Nutgraf. All proceeds of the book will be donated to Dementia Singapore.

CHAMPIONING THE DEMENTIA CAUSE

Ms Esther Ho, the founder of MUS.za (Museum by Zenith Affair) and Zenith Affair, said the COVID-19 pandemic had opened her eyes to the needs of the more vulnerable communities

in Singapore. Last year, she raised S\$100,000 for Dementia Singapore (then known as Alzheimer's Disease Association) through her in-shop fundraising campaign.

Ms Ho, whose late mother displayed symptoms of dementia during her final years, said: "Of the multitude of charitable organisations, I chose to champion the cause of Dementia Singapore. The rationale surrounding this decision stems from circumstances that are both personal and painful.

"I want to help people, especially the elderly and their loved ones. I want to help them to live with dignity and love. I feel that the goals of Dementia Singapore are closely aligned with my personal beliefs. And thus our partnership is established."

She added: "Through discussions with writers from The Nutgraf and representatives from Dementia Singapore, it was decided that *Gems of Memories* would feature stories from individuals whom I know. They will share a precious, personal memory which helped shape their lives. This book will serve as a means to preserve and share with others the cherished memories that should not be forgotten.

"I hope these stories will inspire people in some way. They are unique and personal but ultimately united through the common themes of love, kindness and generosity."

A GIFT THAT KEEPS GIVING

Dementia Singapore Chairman, Dr Ang Peng Chye, said he hopes *Gems of Memories* will touch its readers with the tales of generosity and sacrifice, through volunteerism and philanthropy, or even simple everyday acts of kindness.

Said Dr Ang: "By reading these personal accounts, I hope you will be inspired to do more for your respective communities. And when you receive an act of kindness, you will pay it forward to benefit the lives of others. In this way, we will be able to unite as one to build a Singapore that is a caring and inclusive home for all, where care is an integral part of our Singaporean identity and way of life. Now, that will truly be a memorable gift that keeps giving."

The Nutgraf team is led by Singapore Literature Prize-winning author Mr Peh Shing Huei, whose No. 1 bestsellers include *Tall Order: The Goh Chok Tong Story* and *Neither Civil Nor Servant: The Philip Yeo Story*.

Said Mr Peh: "The best stories are often the simple ones of hopes and dreams, fears and losses. That is what *Gems of Memories* is about, as we capture and share the precious stories of 30 kind contributors, be it a memory of a special moment, the story of a person dear to them or even a place that is important in a unique way. I hope you enjoy them, and join us in spreading awareness about dementia in Singapore."

To reserve your copy of *Gems of Memories*, please call (65) 9787 3898. Priced at \$100 per copy, all proceeds from *Gems of Memories* will go toward supporting the efforts of Dementia Singapore.

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ABOUT DEMENTIA SINGAPORE

Dementia Singapore was formed in 1990 as the “Alzheimer’s Disease Association” to better serve Singapore’s growing dementia community, increase awareness about dementia, and reduce the stigma surrounding the condition.

As Singapore’s leading Social Service Agency (SSA) in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; empower the community through capability-building, knowledge and consultancy; and deliver quality, person-centred care innovations.

For more information, visit <http://dementia.org.sg>.

ABOUT MUS.za

MUS.za (Museum by Zenith Affair) was founded in 2019 by Esther Ho and is located at the iconic and prestigious Raffles Hotel Arcade. MUS.za is the natural evolution to Zenith Affair, the predecessor luxury jewellery consultancy founded by Esther in 2005. MUS is also a contraction of the word muse, a beacon of inspiration. MUS.za is the amalgamation of the concept retail boutique established by Zenith Affair with other bespoke elements of the jewellery trade to bring about this unique confluence of imagination and creativity.

As a veteran in the niche jewellery and design space, MUS.za takes pride in its exclusive, one of a kind designs and creations. MUS.za’s commissions are works of art in their own right, worthy of even the most sophisticated individual; grand and opulent.

You can experience the magic of MUS.za for yourself at www.mus-za.com