

**MEDIA RELEASE**

For immediate release

**Dementia Singapore partners with Shell Singapore  
to drive dementia awareness and support**



*Mr Masagos Zulkifli, Minister for Social and Family Development and Second Minister for Health (left, front), joined Mr Jason Foo, CEO Dementia Singapore (right, front), Mr Tan Min Yih, Senior Vice President, Shell Mobility Asia (left, second from front), Mr Doong Shiwen, General Manager, Shell Mobility Singapore (right, back), and Mr Kuek Yu Chuang, Deputy CEO of SPH Media (right, second from front), participating in the charity car wash. (Photo: Dementia Singapore)*

**SINGAPORE, 23 November 2024** – Dementia Singapore has announced an ongoing outreach partnership with Shell Singapore, to amplify dementia awareness among the general public and support the growing community of persons living with dementia, their families and caregivers. Through this partnership, both organisations seek to make a meaningful impact on Singapore's approach to dementia care, acknowledging the growing need to support the increasing number of individuals affected by this condition.

More than 40 selected Shell service stations across Singapore will display video snippets and digital posters from Dementia Singapore's latest awareness campaign, which sheds light on the unique challenges faced by individuals affected by dementia, with added focus on young-onset dementia. This initiative will enhance the reach and accessibility of crucial information on dementia, providing visitors with greater awareness of the condition and its impacts on younger individuals and their families. By sharing Dementia Singapore's message across its widely frequented network of service stations, Shell Singapore aims to support ongoing efforts to raise public awareness and provide accessible information and resources to support individuals affected by dementia.

**Mr Jason Foo, CEO of Dementia Singapore**, said: "Partnering with a globally trusted brand like Shell Singapore amplifies our reach, which is key to removing the barriers of stigma and encouraging more people to become active participants in fostering a dementia-inclusive society. The brief moments people spend at these stations present a unique opportunity for us to share valuable information and drive home the importance of awareness."

**Mr Tan Min Yih, Senior Vice President, Shell Mobility Asia**, said: "Shell is proud to partner Dementia Singapore to raise awareness about dementia in our community. As one of the largest mobility networks in Singapore, we hope to leverage our network of Shell service stations to spread the message of support for people living with dementia and their caregivers. Together, we can create a more inclusive environment that promotes compassion and more open conversations about dementia."

As part of this partnership, 10 selected Shell service stations are hosting the *Charity Car Wash – Wash it Bright, Shine a Light* over the weekend of 23 and 24 November 2024. During this charity drive, net proceeds from these Shell car wash services will be donated to Dementia Singapore, to bolster the organisation's vital efforts to provide resources for dementia awareness and care. A full list of participating Shell service stations can be found in **Annex A**.

Guest of honour **Mr Masagos Zulkifli, Minister for Social and Family Development and Second Minister for Health**, joined Mr Foo, Mr Tan, Mr Doong Shiwen, General Manager, Shell Mobility Singapore, and Mr Kuek Yu Chuang, Deputy CEO of SPH Media, today at Shell's Tampines Avenue 2 service station for the charity car wash.

Representatives from the event corporate sponsors, CME Group, Giti Tire, RevUp Consulting, Schrodgers Wealth Management Asia and Tokio Marine Life Insurance Singapore, were also on-site to lend a hand.

Deejays, including Glenn Ong and Ye Limei, from SPH Media radio stations KISS92 and UFM100.3, were also present to attract more car owners to participate in the charity car wash and spread the dementia awareness message.



*SPH Media radio deejays Glenn (right), Andrew (left) and Juliana helping to wipe down cars participating in the charity car wash event. (Photo: Dementia Singapore)*

## **New Initiatives to Enhance Engagement**

The *Charity Car Wash – Wash it Bright, Shine a Light* event is part of Dementia Singapore's broader *Back To The Heartlands* outreach initiative to embed dementia awareness and resources more deeply into local communities. This includes the social service agency's *Our Getai* roadshow series, which aims to engage senior citizens in matured housing estates, who may not be as up to date with the latest available support systems, about new programmes and initiatives for the community.



In addition, as part of its ongoing collaboration with SPH Media, new members of Dementia Singapore's CARA app also enjoy an exclusive promotion. From 23 to 29 November, new sign-ups to the CARA membership programme, including members of the public, will be offered a free 12-month digital subscription to their preferred SPH daily publication, underscoring the dual focus on community engagement and awareness.

First launched in November 2021, CARA (an acronym for Community, Assurance, Rewards, Acceptance – the four main functions of the membership programme) serves as a platform for persons living with dementia and their caregivers to connect to an ecosystem of support and resources for their dementia care journey via an app. It includes features such as an in-built Report Missing Person function to help locate missing persons with dementia and is fully optimised with Mandarin language support. CARA now serves over 10,000 members and Dementia Singapore hopes to continue to grow the community by adding new features soon.

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### **About Dementia Singapore**

Dementia Singapore was formed in 1990 as 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 in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; and empower the community through capability-building, knowledge, and consultancy; as well as deliver quality person-centred care innovations. For more information, visit [www.dementia.org.sg](http://www.dementia.org.sg).

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**Annex A**

Shell service stations participating in *Charity Car Wash – Wash it Bright, Shine a Light*

1.	Shell Ang Mo Kio Ave 6	3535 Ang Mo Kio Avenue 6, Singapore, 569839
2.	Shell Boon Lay	2 Boon Lay Avenue, Singapore, 649960
3.	Shell Geylang Lor 7	203 Geylang Road, Singapore, 389266
4.	Shell Guillemard	132 Guillemard Road, Singapore, 399720
5.	Shell Havelock	548 Havelock Road, Singapore, 169637
6.	Shell Jurong West Ave 5	21 Jurong West Avenue 5 Singapore, 649481
7.	Shell Marsiling	10 Marsiling Road Singapore, 739109
8.	Shell Newton Hooper Rd	150 Bukit Timah Road, Singapore, 229846
9.	Shell Paya Lebar PIE	98 Paya Lebar Road, Singapore, 409008
10.	Shell Tampines Ave 2	9 Tampines Avenue 2, Singapore, 529731