

**MEDIA RELEASE**

For immediate release

**Dementia Singapore partners Pan Pacific Singapore  
to drive greater dementia awareness in the hospitality sector**



*Mr Melvin Lim, General Manager of Pan Pacific Singapore (left), and Mr Jason Foo, CEO of Dementia Singapore, with the signed MOU. (Photo: Dementia Singapore)*

**SINGAPORE, 11 February 2025** – Dementia Singapore and Pan Pacific Singapore have signed a Memorandum of Understanding (MOU) aimed at fostering collaboration on initiatives to raise awareness of dementia and provide valuable benefits to individuals living with dementia and their caregivers. This partnership marks the first time a hospitality brand is collaborating with Dementia Singapore.

The MOU was officially signed by **Mr Melvin Lim, General Manager of Pan Pacific Singapore**, and **Mr Jason Foo, CEO of Dementia Singapore**, during a ceremony held this morning at Pan Pacific Singapore.

Under the MOU, Pan Pacific Singapore – a five-star hotel with numerous food and beverage establishments, as well as meetings and wellness facilities – will support Dementia Singapore’s key outreach events, including its 35th Anniversary Gala Dinner, and explore

**Dementia Singapore**

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offering exclusive benefits to Dementia Singapore's CARA membership programme, which is a lifestyle and community platform connecting persons living with dementia and caregivers to an ecosystem of solutions via a mobile application. Other benefits under this MOU include discounts on hotel rooms and dining options at Pan Pacific Singapore and access to special promotions at the hotel's e-shop.

Mr Foo said: "This MOU marks a significant step forward in our efforts to foster a more informed and compassionate community around dementia. By collaborating with Pan Pacific Singapore, we aim to promote understanding and engagement in the hospitality sector, reaching greater audiences with this important cause."

Mr Lim said: "I am excited about Pan Pacific Singapore's partnership with Dementia Singapore, a collaboration that reflects our heartfelt commitment to supporting individuals living with dementia and their families. Through this meaningful alliance, we look forward to supporting Dementia Singapore in their various activities and initiatives aimed at raising awareness of this condition throughout the year."

The partnership will also offer opportunities for Pan Pacific Singapore employees to participate in dementia advocacy efforts. Dementia Singapore will conduct advocacy talks for Pan Pacific Singapore's employees, enhancing understanding and awareness of dementia-related issues within the hospitality sector.

"We will also implement staff training programmes, which will empower our team with the knowledge and sensitivity needed to provide support to our guests facing these challenges. We look forward to collaborating closely with all the staff and volunteers at Dementia Singapore to make a significant, positive impact, and nurturing a culture of understanding and empathy within our community," said Mr Lim.

This collaboration represents a shared commitment to strengthening dementia awareness within the hospitality industry and creating meaningful engagement opportunities for the broader community.

"As we celebrate Dementia Singapore's 35th anniversary as a leader in specialised dementia care, this partnership is just the beginning of many more dynamic initiatives to come, as we reinforce our commitment to better supporting our growing dementia community," said Mr Foo.

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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).

### **About Pan Pacific Singapore**

Pan Pacific Singapore is a leading luxury hotel with 790 guestrooms, restaurants and bars, as well as meetings and events facilities, and wellness and fitness facilities. The hotel is a flagship property of Pan Pacific Hotels Group.

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