

Cherie Hearts Group International Launches Preschool Scholarships



On 9th February 2010, Cherie Hearts Group International Pte Ltd launched its Cherie Hearts Group Scholarship, the first of its kind in Singapore, for a selected group of preschool children. In line with Cherie Hearts' efforts in contributing back to society, the Cherie Hearts Group Scholarships scheme proves to be yet another strong community initiative, which the Founders of the Group, Dr Sam Yap and Dr Gurchran Jit Singh are strong proponents of.

The move is part of the company's social responsibility in order to contribute back to society, said founder and Executive Chairman of the Group, Dr. Sam Yap. 'Preschool education is very important and will have profound effects throughout one's life,' said Dr Yap.



The event was held in conjunction with the opening of Cherie Hearts Kidz Campus at Elias Mall. The programme commenced with a lion dance that greeted the arrival of the Guest of Honour, Mr Masagos Zulkifli Bin Masagos Mohamad, Senior Parliamentary Secretary for Ministry of Education and Ministry of Home Affairs.

In his opening speech, Mr Masagos Zulkifli said he was pleased to see today's corporations playing a more active role in contributing back to society. He also stressed the importance of early childhood education and this opportunity should be offered to every child.



Baxter Bear, one of the 5 mascots of Cherie Hearts, also made an appearance in this event, drew much laughter and joy from the children. It was a light-hearted event with the participants soaking up the atmosphere of excitement and enjoying the performances by the children which included several dance items in celebration of the Lunar New Year.



Cherie Hearts, in close collaboration with the Northeast CDC, shortlisted a group of 10 children who were awarded the Cherie Hearts Group Scholarship, to be utilised at the identified Cherie Hearts branches, for the rest of their preschool years (up to end of Kindergarten 2). With the initial objective of providing FREE childcare for families who might have been experiencing financial challenges, the Group has shortlisted families who also meet the criteria of excellence in parental involvement as well as the child's potential.

Cherie Hearts hopes that with this scholarship, these children would be able to benefit fully from the quality programme and high standards of care in the Cherie Hearts centres. As this project is the first of its kind for the Group, they are first piloting it in a few of their centres for 10 shortlisted children, but in time to come the Group hopes to extend this to each and everyone of their centres, to be able to fully benefit as many children as possible. The Group targets to award this scholarship to 60 more children for year 2010. The Cherie Hearts Group Scholarship will cover the remaining cost of the monthly programme fees, over and above the MCYS childcare subsidy as well as the CFAC subsidy that these families are currently entitled to.