



FOR IMMEDIATE RELEASE

Love with Singapore's very own Christmas Hat

Alfestco launches annual "Little Christmas Hat Project", selling a baby-palm sized Singapore-made Christmas hat with part proceeds to the Straits Times School Pocket Money Fund

Singapore – December 3, 2010 – Warm hearts and bring on Christmas smiles with this designed and made-in-Singapore Little Christmas Hat this year. Alfestco today launches the "Little Christmas Hat™ Project 2010", an annual project where local housewives are gathered to make cute baby-palm sized versions of Santa's triangular Christmas hat, with part proceeds donated to an adopted local charity. The Straits Times School Pocket Money Fund, the charity who helps ensure needy children don't go hungry during recess time by providing them with vital handouts, is the adopted charity for this year's project.

Designed, registered and made locally, each Little Christmas Hat™ is a unique piece of art and is a great Singapore souvenir. Each comes with a hidden hair claw clip that allows you to clip onto hair, clothing, pets, soft toys etc, instantly adding a cute Christmas festive cheer to the subject. Besides the traditional Christmas red colour, the hat is launched this year in very novel Retro-Pink and Christmas Silver colours.

"We are very happy to be able to continue spreading good Christmas cheer with this product and project." says Ian Choo, co-founder of Alfestco. "This Little Hat packs a big heart with the joy it brings to the housewives making the hat, to the children at our adopted charity, and to the proud owner of this novel item. People always have big smiles when they put on these little hats." This annual project is currently in its third year, and have raised more than \$60,000 cumulatively for another local charity Singhealth Foundation in the first 2 editions. This in addition to providing employment income for about 15 housewives who earn some additional money for a more comfortable festive season.

The project has garnered the attention and support of Watsons Personal Care Stores and KUHL gift stores. Both retail chains signed onto the project last year, and are back again this year to help sell these novel Singapore Christmas Hats. "Our customers loved the hat last year, with a stock out situation happening before Christmas. It's a rare Singapore made item that combines helping the needy with a major dose of festive fun for the item buyer", says Karen Poon, Trading Director at Watsons Singapore.

To make it more accessible for the public to order these hats in bulk for their home and office parties, Alfestco has launched a new hotline number, 8101 5678, to cater to wholesale orders and enquiries. "Buy these hats for your parties!", encourages Lee Han Pin, co-founder of Alfestco. "And to all enterprises working with tourists, please help us promote this Singapore creation as a unique Singapore festive souvenir." Interested parties may contact Alfestco for a uniquely Singapore tie-up.

Each Hat is retailed at \$5, with \$1 pledged to ST School Pocket Money Fund with every hat sold. The "Little Christmas Hat™ Project 2010" runs from now till 25 Dec 10. Show love for the lesser and have enormous fun with Singapore's very own Little Christmas Hat now!



Other resources

About the "Little Christmas Hat™ Project 2010":

<http://www.alfestco.com/Mylittlechristmashats%202010/Index.htm>

About the Little Christmas Hat™ product:

<http://www.alfestco.com/Mylittlechristmashats%202010/about%20the%20product.htm>

About the Little Christmas Hat™ registered design:

The Little Christmas Hat is designed by Shanlee Design and is exclusively managed by Alfestco Pte Ltd. The hat creation is registered with the Intellectual Property Office of Singapore under the approved Registered Design number D2008/1175/I. Please refer to the IPOS website at <http://designsearch.ipos.gov.sg> for visuals and information about the registered design.

Where to get the Little Christmas Hats™ 2010

1) Confirmed list of retail selling venues at press time

- KUHL Concept, Plaza Singapura, #03-25
- KUHL Concept, AMK Hub, #02-52
- KUHL Concept, Tampines One, #04-10
- All major city and suburban centre Watsons Personal Care Stores islandwide

2) From our roving Hat Sellers on Orchard Road on most evenings till Christmas Day 2010.

3) By calling our wholesale hotline **81015678**, or by emailing your orders to sales@alfestco.com.

– Police License for House-to-House Street Collection

L/HH/000341/2010, valid till 25 Dec 2010



About the Straits Times School Pocket Money Fund

In affluent Singapore, thousands of children have problems attending school every day. This is because their parents can't afford to give them pocket money for recess or even the bus fare to school.

Some students - as young as seven years of age - sit through classes on an empty stomach and guzzle tap water to ease their hunger pangs.

On Children's Day (Oct 1) 2000, The Straits Times launched the Straits Times School Pocket Money Fund to give poor children pocket money for school.

The children can use this sum to fill their stomachs, pay for their bus fares or use it to meet their other schooling needs. The financial help also relieves the burden of many parents, who are already struggling to feed their families on their meagre incomes. This year (2010) , primary pupils get \$45 every month, while those in secondary school receive \$80 each month. 12,400 students need the fund's assistance today, almost four times the number of students supported when the fund started a decade ago.

In the past 10 years, the fund has lifted the lives of 73,542 children and it is now Singapore's largest financial aid scheme for children.

The Straits Times' unique partnership with the National Council of Social Service, the umbrella body for social service agencies here, has allowed the fund to provide such comprehensive help for needy families.

The Straits Times raises money for the fund, while the National Council of Social Service administers it. The money is disbursed through social workers working in agencies such as family service centres. Besides providing monetary aid, these social workers now have an additional access to assist families with their other problems. They have helped families plagued by multiple woes, such as mental illness, marital conflicts and violence.

Of the funds raised each year, most of the funds goes to the children. A cap of 10 per cent of the donations received is used to cover the administrative costs borne by the National Council of Social Service to administer the fund. Another 10 to 15 per cent goes to fund-raising activities and the processing costs incurred by family service centres. Singapore Press Holdings and The Straits Times do not take any cut of the donations.

Read more at : www.straitstimes.com/spmf/School+Pocket+Money+Fund.html



About Alfestco

Alfestco aims to be the most heart-warming creator and seller of Festival Gifts. Being the most heart-warming means our gifts will bring laughter and joy to the people who make them, sell them and buy them. Alfestco believes in self reliance before doing good, and aims to create a financially regenerative business system that channels at least 25% of project profits back into every society that they operate in. We aim to have a representation in every major city of the world, and to be a profitable company with the resources, heart and soul to help the societies that we operate in.

The founding team at Alfestco previously ran the "Little Christmas Hat Project" in 2008 and 2009, raising more than \$60,000 for Singhealth Foundation's CURE causes. Alfestco is also the founder of the National Car Flag Project.

Read more at : www.alfestco.com.

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Note to Editors: For additional project and company information, please visit www.alfestco.com.