

SINGAPORE RED CROSS 75TH ANNIVERSARY COMMUNITY OUTREACH

This year, the Singapore Red Cross (SRC) celebrates 75 years of humanitarian work in both the local and global landscape. The theme for the commemoration is '**Coast to Coast, Heart to Heart**'. 'Coast to Coast' connotes the impact of SRC's programmes across Singapore, as well as the significance of our programmes in the region. 'Heart to Heart' reflects the impact of our programmes in the lives of individuals, families and communities. The SRC's 75th anniversary activities will highlight the impact and influence that the Society has had over the past 75 years, while inspiring people to look ahead at the future of humanitarian service.

Community Pop-ups

As part of the 75th anniversary celebrations, SRC will host community pop-ups across various malls in Singapore to engage the public in its humanitarian work through interactive exhibitions and activities. Visitors will be able to learn more about SRC's initiatives both on a local and global landscape, offer a glimpse into the exciting future initiatives of the SRC and win a goodie bag with exclusive limited-edition SRC x Peanuts™ official merchandise.

With thanks to our venue sponsors, the community pop-ups will travel across Singapore:

Pop Up	Location (Open 11am - 8pm)
30 Aug - 2 Sep	HomeTeamNS Bedok
5 - 8 Sep	Tampines West CC (East)
13 - 15 Sep	Suntec City (Central)
16 - 22 Sep	United Square (Central)
25 - 29 Sep	Capitol Piazza (Central)
30 Sep - 6 Oct	IMM Mall (West)

Partnerships & Merchandise

To commemorate its 75th anniversary, the Singapore Red Cross (SRC) has partnered with Peanuts™ to launch an exclusive range of merchandise. This collection includes a Snoopy Plush Toy, Snoopy Bucket Hat, and Snoopy Sling Bag, all available exclusively at the Red Cross Shop.

In collaboration with local artisanal ice cream favourite Creamier, the Singapore Red Cross (SRC) is launching an exclusive red and white-themed special. This special edition will be available in all Creamier stores, with a portion from every sale going to the SRC. Visitors to the pop-up events will also have the chance to taste this unique flavour while stocks last.