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NTUC Income RUN 350, Organised by Young NTUC, partners local green business in recycling initiative

[SINGAPORE, 8 March 2013] **NTUC Income RUN 350, Organised by Young NTUC** (official event name for 2013), Southeast Asia's premier eco-run, is joining forces with a Singapore business that is equally devoted to the green cause, bloomerang Pte Ltd, to spread the important green message behind the global 350 movement to the participants of the run. The 350 movement is aimed at raising awareness of the upper safety limit for carbon dioxide (CO₂), which scientists believe should be below 350 ppm (parts per million) for humanity to continue sustainably.

Founded by company director Mr Thian Zhiwen in 2008, bloomerang was started with the mission to run a green business that gives back to society. The company uses recycled paper to produce completely biodegradable clothes hangers called "bloomerHangs". These eco-hangers are made of recycled paper held together by water-based glue, printed with soy inks and sealed with water-based varnish. A new and improved waterproof version made of bio-composite materials has also been developed, resulting in a more durable hanger. These eco-hangers are made by combining agricultural by-product fibres like rice husk, wheat bran or coconut husks with recycled plastics.

Participants of NTUC Income RUN 350, Organised by Young NTUC, can bring their old or defective clothes hanger(s) down during the Race Entry Pack Collection (29-31 March) at Orchard Central and exchange them for a brand new bio-composite waterproof clothes hanger produced exclusively by bloomerang. There are plans for the defective clothes hangers collected: They will be used by alumni students of the School of the Arts (SOTA) as building materials for a 3D sculpture that will raise awareness about environmental sustainability. Commissioned by bloomerang, in partnership with Young NTUC, this sculpture (named "A Selfless Gift") will be showcased to the public on 7th April during the NTUC Income RUN 350, Organised by Young NTUC, before getting a new lease of life through further recycling.

According to Thian, a single laundromat could use thousands of plastic hangers a month. Only 8 per cent of plastics used in Singapore is recycled, which means thousands of non-biodegradable plastic hangers could be thrown away in Singapore every year. The use of eco-friendly products like bloomerHangs to replace the conventional plastic hangers can thus make a major positive difference for the environment. To date, more than 60,000 bloomerHangs have been introduced into the market, taking the place of plastic hangers that are detrimental to the environment.

"As a green business owner, I'm always very happy to find like-minded organisations who are willing to go that extra mile in environmental causes," Thian said. "bloomerang is very excited to be a partner of Young NTUC in this event, and we will commit a great deal of time and effort to send a clear message to the public: that everyone can be part of the green movement and every green act, no matter how small, counts."

NTUC Income RUN 350, Organised by Young NTUC, hopes that this recycling collaboration with bloomerang will help remind runners about the importance of caring for the environment before it's too late. Young NTUC is working closely with bloomerang on ways to use more recycled materials during the race's operations and to better recycle the materials used during the event.

“Young NTUC started 350 Singapore in 2009 to create awareness amongst Singaporeans about the global 350 movement. RUN 350 is our signature event and it is encouraging that young businesses such as bloomerang are keen to join us in this journey,” Robin Goh, Race Director of NTUC Income RUN 350, Organised by Young NTUC, explained.

With more than 10,000 runners from 56 countries coming together to participate in NTUC Income RUN 350, Organised by Young NTUC, this green race is an excellent platform to highlight the importance of the green message behind the global 350 movement and the ease of recycling to the public. The race has already adopted a number of green measures, such as the use of bio-diesel as one of the key sources of fuel for race activities, a paper-less registration and race pack collection process, green waste management and recycling measures, as well as having on-site bicycle racks to encourage runners to use green transportation on race day.

Registration for NTUC Income RUN 350, Organised by Young NTUC, will close on 15 March. Interested runners can register at www.RUN350.com and one tree will be planted under Garden City Fund's Plant-A-Tree programme for every 100 runners entered.

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About Young NTUC

Young NTUC is the youth wing of the National Trades Union Congress (NTUC). We are a movement of young workers striving for

- Fair and Just opportunities
- Sustainable Progress for All.

Outreach to youths takes place on two levels; either at their workplaces or through specific causes. At the workplace, youths take on leadership and advocacy positions and help to look after the interests of their colleagues with the support of the Young NTUC secretariat. For members who do not have unions at their workplaces, the secretariat helps to function as the surrogate for their passions and convictions, equipping them with the necessary resources and skills to do well.

Young NTUC programmes are designed to address these specific areas:

- Decent Wages
- Advocacy
- Fairness
- Society
- Environment
- Space

For more information, please refer to www.youngntuc.org.sg.

About NTUC Income

NTUC Income was established in 1970 to provide affordable insurance for workers in Singapore. As a social enterprise, NTUC Income was made different from the start, with a mission to provide value for customers above maximising profits for shareholders.

Today, NTUC Income is a market leader in life, health, annuity and motor insurance and serves the needs of over two million customers with 3.8 million policies. It has over \$27 billion of assets under management.

Even as it achieves commercial leadership, NTUC Income remains true to its social purpose of making insurance accessible, affordable and sustainable for all. Through applying its *Honest Insurance* philosophy, NTUC Income is taking the lead in redefining how insurance is bought and sold, putting customers first.

NTUC Income's corporate social responsibility focusses on equalising opportunities for children and youth from disadvantaged backgrounds.

For more information, please refer to www.income.com.sg

About Garden City Fund

The Garden City Fund is a registered charity and Institution of Public Character (IPC000104) established by the National Parks Board in 2002. The Fund works with corporations, organisations and individuals to better engage members of the public through conservation efforts, research, outreach and education. In doing so, we hope to cultivate a love for the environment, promote a sense of ownership, and encourage the community to play its part in preserving Singapore's legacy as a lush and vibrant City in a Garden. For more information please visit www.gardencityfund.org.

About bloomerang

bloomerang is a Singapore-based green business that specialises in manufacturing earth-friendly clothes hangers called bloomerHangs. These eco-hangers are made from recycled corrugated board and paper, held together by water-based glue, printed with soy inks and coated with a water-based varnish, making it 100% recyclable and biodegradable. The main source of revenue for bloomerang

are the advertisements that are printed on these eco-hangers. These are then distributed through drycleaners and laundromats, boutique hotels and hostels, university hostels and gyms – connecting advertisers to four distinct target audiences of PMEBs and their families, free independent travellers to Singapore, university students and gym users with the effectiveness of direct mail, and the impact of an Out-of-Home advert.

For more information please visit bloomerang.com.sg.