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**LAUNCH OF HONOUR (SINGAPORE),
A NEW NON-PROFIT TO PROMOTE A CULTURE OF HONOUR AND HONOURING
FOR THE WELL-BEING OF THE NATION**

Strident voices, an undertone of pessimism, and the view that one wins only when another loses are growing more evident in Singapore. A group of Singaporeans, concerned for the well-being of succeeding generations of Singaporeans, is doing what they can to bring back the idea of Singapore as HOME, which offers Uplifting HOpe and Heartening MEmory to Singaporeans.

Honour (Singapore), a non-profit organization was launched today with the aim of promoting a culture of honour and honouring that has been so important for Singapore in the last 50 years, and would be critical for harmony and security for Singaporeans in the next 50 years.

The Board has Mr Lim Siong Guan as its Chairman, Mr Jason Wong as its Executive Director, and Mr Khoo Oon Theam, Mr Georgie Lee, and Mr Richard Magnus as Directors (please see Annex A). It has a Panel of Community Advisors for guidance and counsel. The Panel is chaired by Mr Philip Ng and comprises Mrs Janet Ang, Ms Claire Chiang, Mr Chua Thian Poh, Mrs Fang Ai Lian, Mr Laurence Lien, Mr Andy Lim, Mr Mohamed Alami Musa, Mr Zainul Abidin Rasheed, and Dr Edwin Thumboo (please see Annex B).

These concerned Singaporeans have stepped forward to refocus our attention beyond current concerns and demands to the continued well-being of generations to come. They believe that being a people of honour whose word can be trusted is the most basic reason for Singapore's success all these years. For that success to be sustained, the virtue of honour and trustworthiness to undergird durable relationships in society and business, must not be neglected as Singapore moves ahead.

Honour (Singapore) expects to engage a broad spectrum of Singapore society - schools, families, businesses, workplaces and community groups - through talks, conferences, and other events, to spread the message that a culture of honour and honouring is fundamental for success in many aspects of life. Honour (Singapore) expects to conduct various engagement programmes on applying honour in daily living, namely, "Leading with Honour," "Living with Honour," "Loving with Honour," and "Learning with Honour."

Minister for Education Heng Swee Keat was the Guest-of-Honour at the launch of Honour (Singapore), which was held at the Fullerton Ballroom.

HONOUR *Singapore*

TRANSLATION OF HONOUR (SINGAPORE):

Malay: Sanjung (Singapura)

Chinese: 尊义 (新加坡)

Tamil: (சிங்கப்பூருக்கு) பெருமை சேர்ப்போம்

ABOUT HONOUR (SINGAPORE)

Honour (Singapore) seeks to promote a culture of honour and honouring across the nation. It is multi-racial, multi-religious and multi-community in its outreach. Honour has two dimensions: to honour our word and to honour each other. Honour (Singapore) believes that such a culture of honour remains essential for Singapore's success and cohesion in the coming years. Honour (Singapore) will reach out to schools, families, businesses, workplaces, and community groups to share how honour has been critical for Singapore's success to-date and will be even more critical for the continued well-being of the nation. Please visit us at: www.honour.sg

ENDS

ISSUED BY HONOUR (SINGAPORE) LIMITED

For clarifications, please contact:

Mr Jason Wong

E-mail: jasonwong@honour.sg

Annex A | Board Members of Honour (Singapore)

Chairman

Mr. Lim Siong Guan, Group President, GIC Pte Ltd

Executive Director

Mr. Jason Wong, Chairman, Focus on the Family

Director

Mr. Richard Magnus, Chairman, Casino Regulatory Authority

Director

Mr Khoo Oon Theam, Senior Adviser/ Director at Capelle Consulting

Director

Mr Georgie Lee, Director, UOB Kayhian Pte Ltd

Annex B | Panel of Community Advisors

Chairman

Mr Philip Ng, CEO, Far East Organization

Panel Members

- Ms Janet Ang, Managing Director, IBM Singapore
- Ms Claire Chiang, Senior Vice President, Banyan Tree Holdings
- Mr Chua Thian Poh, Chairman and CEO, Ho Bee Land Limited
- Mrs Fang Ai Lian, Chairperson, Charity Council
- Mr Laurence Lien, Chairman, Lien Foundation
- Mr Andy Lim, Chairman and Founder, Tembusu Partners Pte Ltd
- Haji Mohammad Alami Musa, Ambassador to Algeria and President of MUIS Council
- Mr Zainul Abidin Rasheed, Ambassador to Kuwait and Foreign Minister's Special Envoy to the Middle East
- Dr Edwin Thumboo, Emeritus Professor, National University of Singapore