



## CHARITY GOLF

# Charity on the green

## Golf game seeks to raise funds for children from distressed backgrounds

Avid golfers will probably have heard of World Sport Group (WSG), a leading promoter of the sport in the Asia-Pacific region. The global marketing and media partner of the OneAsia and ASEAN PGA tours, it also organises some of the region's top events, like the Singapore Open and the Emirates Australian Open.

When WSG heard about the OCBC-TODAY Children's Fund charity golf event from OCBC Bank, with whom it has worked on some of Singapore's biggest sporting projects, the company purchased

a flight in the golf tournament for S\$5,888.

Mr Adrian Staiti, executive vice-president, Global Partnerships and Stadiums & Arenas, WSG, said: "Enhancing the lives of local communities in Asia lies at the heart of everything we do, from developing sport at the grassroots level to building pathways and platforms that will inspire local athletes, and helping businesses realise their objectives through sport's powerful reach."

WSG has always actively engaged in corporate social responsibility efforts. Initiatives the company has supported this year include sponsoring a flight for the Singapore Olympic Foundation Charity Golf, being a Silver Sponsor for Football With A Heart, offering support to the Singapore Committee for UN Women's SNOW (Say No to the Oppression of Women), donating 100 pairs of match tickets for

the BNP Paribas WTA Finals Singapore presented by SC Global to a local primary school, and donating sports apparel to a local university's humanitarian efforts in the Philippines.

The OCBC-TODAY Children's Fund struck a chord because it is dedicated to helping children from less fortunate backgrounds and helping them to achieve their aspirations. Mr Staiti said: "Sport has always been a social leveller that spurs positive change in the community, and it is encouraging to see organisations like OCBC and TODAY leverage sport as a platform to raise funds and empower children."

He added: "It is crucial for children, especially at an impressionable young age, to grow up in a healthy, loving and well-balanced environment where they feel supported. Providing them support during these formative years will be pivotal in developing their character to help them achieve



Mr Adrian Staiti, executive vice-president, Global Partnerships and Stadiums & Arenas, World Sport Group.  
PHOTO: WORLD SPORT GROUP

their fullest potential."

The OCBC-TODAY Children's Fund charity golf event will take place on Oct 3 at Sentosa Golf Club's Serapong Course. Dr Vivian Balakrishnan, Minister for the Environment and Water Resources, will attend the event and play a game. The event includes lunch and a gala dinner, where there will be live performances and a lucky draw. There will also be attractive prizes for category wins.



Beneficiary



## OCBC-TODAY CHARITY GOLF 2014

Tee off at the Sentosa Golf Club and do your part for the **OCBC-TODAY Children's Fund**. Purchase flights to experience world-class golfing on the Serapong Course, or find out how you can donate directly to this worthy cause at [www.ocbctodayfund.sg](http://www.ocbctodayfund.sg).

**Sentosa Golf Club, Serapong Course**  
**October 3, 2014**  
**11am to 9.30pm**  
**S\$5,888 per flight** (Lunch and dinner included)

**Guest-of-Honour:**  
**Dr Vivian Balakrishnan**  
 Minister for the Environment and Water Resources

Get involved TODAY. Thank you for supporting the **OCBC-TODAY Children's Fund**.

