



FACT SHEET





Objective	Singapore Exchange (SGX) is rallying Singapore's financial industry and companies listed on SGX to promote corporate social responsibility, by collectively undertaking a community service project that will be identified as the industry's event.
Event details	<ul style="list-style-type: none">❖ The project is called "The Bull Charge™ 2008".❖ It is a charity fun run around the Central Business District (CBD).❖ Proceeds will go to help children, youths, elderly and families in need.
Guest-of-Honour	Mr Goh Chok Tong Senior Minister
Date / Time / Venue	24 October 2008 (Friday) at 4.30pm Assembly area : The Padang Event will start and finish at The Padang. There will also be a mini-carnival for participants, supporters and beneficiaries.
Fun run / route	Connaught Drive, Esplanade, Collyer Quay, Shenton Way, turn around at McCallum Street (<u>after</u> SGX building), Robinson Road, Collyer Quay and back to Connaught Drive (3.2 km).
Doggie route	Connaught Drive, Anderson Bridge, Collyer Quay, Shenton Way, loop back at Telegraph Street, Collyer Quay and back to Connaught Drive (approximately 1.6km).
Dress code	<ul style="list-style-type: none">❖ Compulsory : Suitable running shoes❖ Costumes with Asian flavour
Beneficiaries	<ol style="list-style-type: none">a) 10% to Autism Association (Singapore)b) 10% to The Straits Times School Pocket Money Fundc) 5% each to 6 programmes supported by Community Chest<ul style="list-style-type: none">• Bright Hill Evergreen Home• Fei Yue Family Service Centre (Bukit Batok)• MINDS Towner Gardens School by Movement for the Intellectually Disabled• Singapore Association for Mental Health (Insight Centre and Oasis Day Centre)• Sree Narayana Mission Home for the Aged Sick• The Ang Mo Kio Family Service Centres (Ang Mo Kio)d) 5% each to 10 programmes affiliated to National Council of Social Service<ul style="list-style-type: none">• Autism Academy – Centre of Excellence for Early Intervention Programme (COE-EIP) by Autism Resource Centre (Singapore)• Boys' Town• The CSCC Agape Fund by Catholic Social & Community Council• Bread Programme by Food from the Heart• Friends of Children by Life Community Services Society• Pathlight School by Autism Resource Centre (Singapore)• The SPD Education Programme by Society for the Physically Disabled• Sunlove Home by Sunlove Abode for Intellectually-Infirmed• TOUCH Young Arrows by TOUCH Community Services• Programmes for Children of Ex-offenders by Yellow Ribbon Funde) Donation from the Gateway Challenge will be channeled to build school(s) for China Youth Development Foundation.





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Confirmed Partners	The Business Times, Channel NewsAsia, Temasek Holdings and Central Singapore Community Development Council
Confirmed Supporters	Land Transport Authority and Singapore Sports Council
Honorary Auditor	PricewaterhouseCoopers
Sponsorship	<ul style="list-style-type: none">❖ Diamond Bull Sponsor - \$100,000❖ Golden Bull Sponsor - \$75,000❖ Silver Bull Sponsor - \$50,000❖ Crystal Bull Sponsor - \$30,000❖ Institutional Sponsor - ≥\$10,000 to \$29,999
How to participate	<p>You can participate via the following ways:</p> <ul style="list-style-type: none">a) Fun Run in the CBD<ul style="list-style-type: none">- Open to employees of SGX listed companies and the financial industry, capped at 2,500 runners and 50 participants per company.○ 3.2km (CBD)b) The Big Boss Challenge<ul style="list-style-type: none">- Open to company CEOs, Managing Directors and Presidents○ 3.2km (CBD)c) Management Team Relay<ul style="list-style-type: none">- Open to teams of 4 senior or mid-management staff, capped at 20 teams on a first-come-first serve basis.○ 80m × 4 relay at Padangd) Doggie Road Race <ul style="list-style-type: none">- Open to pet owners and their dogs on leash (the breed subject to Agri-Food & Veterinary Authority's approval)e) Gateway Challenge <ul style="list-style-type: none">- Open to teams of 5 staff, capped at 10 teams on a first-come-first serve basis.- All members are required to complete the 3.2km Fun Run in the CBD before proceeding for the physical challenge at the Padang.- Prior registration for this segment is required.
Prizes	<ul style="list-style-type: none">a) Trophies for Top 3 Male and Female Runnersb) Trophies for Top 3 CEOs for The Big Boss Challengec) Trophies for Top 3 Management Teamd) Trophies for Top 3 winners of Doggie Road Racee) Trophies for Top 3 Gateway Challenge Teamf) Trophy for Best Dressed Team of Fun Run participantsg) Trophy for Best Dressed Dog of Doggie Road Race