



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 is now recognised as the industry's iconic event.
Event details	<ul style="list-style-type: none">❖ The project is called "The Bull Charge® 2009".❖ It is a charity fun run around the Central Business District (CBD).❖ Proceeds will go to help children, youths, elderly, families in need, the disabled and health programmes.
Date / Time / Venue	<ul style="list-style-type: none">❖ 20 November 2009 (Friday) at 5.00 p.m.❖ Assembly area : The Float @ Marina Bay❖ Event will start and finish at The Float @ Marina Bay
Fun run / route	The Float @ Marina Bay, Marina Promenade, Collyer Quay, turn around at Marina Boulevard, Collyer Quay, Marina Promenade and back to The Float @ Marina Bay. (3.2 km).
Dress code	<ul style="list-style-type: none">❖ Compulsory : Suitable running shoes❖ Office Attire
Beneficiaries	<ol style="list-style-type: none">1) 5% to Eden School by Autism Association (Singapore)2) 10% to As-Salaam PPIS Family Support Centre by Persatuan Permudi Islam Singapura – Young Women Muslim Association3) 10% to AWWA Community Home for Senior Citizens by Asian Women's Welfare Association4) 10% to CareHuts by Care Community Services Society5) 10% to Hougang Care Centre and Simei Care Centre by Singapore Anglican Community Services6) 10% to Insight Centre and Oasis Day Centre by Singapore Association for Mental Health7) 5% to Pathlight F&B Vocational Training Programme by Autism Resource Centre (Singapore)8) 10% to Welfare Aid Scheme by Singapore Cancer Society9) 10% to The Spastic Children's Association School10) 10% to Tampines Family Service Centre by Methodist Welfare Services11) 10% to The Straits Times School Pocket Money Fund
Media Partners	The Business Times and Channel NewsAsia
Supporters	Land Transport Authority and Singapore Sports Council
Honorary Auditor	PricewaterhouseCoopers
Sponsorship	<ol style="list-style-type: none">a) Corporate 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 \$29,999b) Title Sponsorshipc) Sponsorship-in-kind



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How to participate

You can participate via the following ways:

- a) Fun Run in the CBD
 - Open to employees of SGX-listed companies and the financial industry (Distance: 3.2km)
- b) Mini Wheelathon
 - Open to beneficiaries and CEOs or senior management of listed companies and the financial industry (Distance: \approx 500m)

Prizes

- a) Trophies for Top 3 Male and Female Runners
- b) Trophies for Top 3 Mini Wheelathon participants
- c) Trophy for Best Dressed Team of Fun Run participants