

MEDIA RELEASE

14 March 2008

WALK WITH CASE TOWARDS A HEALTHY LIFESTYLE

The Consumers Association of Singapore (CASE) will be holding a nationwide event “Walk with CASE” on Sunday, 16 March 2008. It is to commemorate the World Consumer Rights Day that falls on 15 March each year. The theme of this year’s World Consumer Rights Day is “Junk Food Generation – Campaign to stop the marketing of unhealthy food to children”.

“Walk with CASE” is a mass event which will bring together consumers over a wide range of ages. Our objective is to publicise these events as part of our overarching initiative to commemorate the World Consumer Rights Day and to raise awareness for the consumer rights movement in Singapore. Details of the events as follows:

Date: 16 March 2008, Sunday

Time: 7.00am to 11.00am

Gathering point/venue: Merchant Loop (along Singapore River, behind Liang Court)

Guest of Honour: Mr Khaw Boon Wan, Minister for Health

Mr Khaw Boon Wan, Minister for Health, is the Guest of Honour to grace this event.

Participants who sign up with CASE will get a FREE goodie bag and a chance to take part in our lucky draw and win attractive prizes. There will also be songs and dance performances after the walk.

CASE will support the Consumer International’s initiatives of a global consumer campaign to discourage the marketing of unhealthy food to children. CASE will also work with Advertising Standards Authority of Singapore (ASAS) to look out for advertisements that market unhealthy junk food and write to such companies to encourage to play their part in marketing healthy food to our children. The initiative

that we have taken so far is to include non-junk food items and health magazines in our goodie bags this year.