MEDIA RELEASE

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For Immediate Release

14 November 2022

Seniors to be trained on how to use Price Kaki to compare prices of daily essentials and cooked food

The Consumers Association of Singapore ("CASE") announced today a collaboration with the Infocomm Media Development Authority ("IMDA") through its SG Digital Office ("SDO") to train and guide seniors to compare prices of daily essentials and cooked food through the mobile application Price Kaki. Starting 14 November 2022, seniors will be able to approach SDO Digital Ambassadors at more than 40 SG Digital community hubs across Singapore[1] to learn how to stretch their dollar and make informed purchasing decisions. CASE and SDO will also be working together to encourage the community to use Price Kaki to compare prices at various roadshows and events.

To raise greater awareness on the benefits of price comparison and what consumers can do to stretch their dollar, CASE targets to recruit and train 1,000 Price Kaki ambassadors by end-2023. These ambassadors would support CASE's efforts on the ground to monitor and update price changes, expand the list of products available for comparison on Price Kaki, and to encourage usage of the mobile application. Users who are keen to be Price Kaki ambassadors can indicate their interest via email to Kaki_ambassadors@case.org.sg.

The announcement was made this morning at the inaugural workshop held at Radin Mas Community Club attended by Mr Tan Kiat How, Senior Minister of State, Ministry of Communications and Information. Minister Tan was hosted by Mr Melvin Yong, President, CASE. Forty-five seniors attended the workshop where they learnt how to download and use Price Kaki to compare prices when shopping for daily essentials and buying cooked food in their neighbourhood.

About Price Kaki
Price Kaki was launched by CASE in September 2019, and the mobile application has been downloaded 122,000 times by users till date.

The key features of Price Kaki will allow users to:
- Compare retail prices and promotions of items;
- Track price changes of items;
- Contribute new retail prices and promotions they come across; and
- Search for nearby supermarkets and hawker centres, coffee shops and food courts.

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[1] See Annex A for the list of SG Digital Community Hubs.

Mr Tan Kiat How, Senior Minister of State, Ministry of Communications and Information said: "Even as we digitalise, we must continue to strengthen our social compact and ensure that no one is left behind. This collaboration between Consumers Association of Singapore (CASE) and SDO is a good example of how seniors will be supported in their digital journey. This is an encouraging effort, and I look forward to more of such initiatives that can help everyone in our society, including seniors."

Mr Melvin Yong, President, CASE said: "Consumers, especially seniors who may not earn an income, are understandably anxious about making ends meet amidst rising cost of living concerns. We are therefore happy to work with SDO to equip and guide seniors on how to use Price Kaki to compare prices when they shop for daily essentials in their neighbourhood. The seniors can approach SDO Digital Ambassadors at any of the SG Digital community hubs located across Singapore. We will be recruiting Price Kaki ambassadors to support our efforts on the ground to monitor and update price changes, increase the list of products available for comparison on Price Kaki, and to encourage usage of the mobile application. We target to recruit and train 1,000 ambassadors by end-2023. Through these initiatives, we hope to help more consumers, in particular our seniors, to stretch their dollar on daily essentials."

Mr Douglas Goh, Director, SG Digital Office and Digital for Life Secretariat said: "The SG Digital Office (SDO) is supportive of initiatives that help Singaporean embrace digital as a way of life. We are always looking out for meaningful mobile applications to share with Singaporeans, especially our seniors, to help them appreciate how a simple digital solution like the Price Kaki app can benefit and add value to their daily lives. In the last two years, more than 190,000 seniors have benefitted from SDO's Basic Digital Skills curriculum and have continued to use the skills they learnt. Digitalisation can truly enrich and transform the lives of our seniors. And we welcome more seniors to connect with our Digital Ambassadors to pick up new digital skills."

For media queries, please contact:

Gareth Yeo	Vincent Liam
Team Leader, Marketing & Communications	Executive, Marketing & Communications
Consumers Association of Singapore	Consumers Association of Singapore
gareth.yeo@case.org.sg	vincent.liam@case.org.sg
9126 3095	81257762

About the Consumers Association of Singapore:
The Consumers Association of Singapore (CASE) is an independent, non-profit organisation that is committed towards protecting consumers' interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) which came into effect on 1 March 2004.

For more information, please visit the CASE website at www.case.org.sg or follow us on:
Facebook: www.facebook.com/casesg
Twitter: www.twitter.com/casesg

About SG Digital Office
The SG Digital Office ("SDO"), led by the Infocomm Media Development Authority ("IMDA"), was established in June 2020, to drive the Government's concerted push to accelerate digital adoption, by building on and ramping up existing efforts to equip individuals and small businesses with digital tools and skills to participate meaningfully in the new economic and social environment post COVID-19.

To find out more about SDO, visit www.sdo.gov.sg.

Locations of SG Digital Community Hubs

North

ACE the Place CC	Open Daily 10am – 6pm	120 Woodlands Ave 1 Singapore 739069
Ang Mo Kio Public Library	Open Daily 10am – 6pm	4300 Ang Mo Kio Ave 6, Singapore 569842
Chong Pang CC (Temporary at Chong Pang Zone 2 RC)	Open Daily 10am – 6pm	Blk 120 Yishun Ring Road #01-425, Singapore 760120
Ci Yuan CC	Open Daily 10am – 6pm	51 Hougang Ave 9 Singapore 538776
Kebun Bahru CC	Open Daily 10am – 6pm	216 Ang Mo Kio Ave 4 Singapore 569897
Sembawang Public Library	Open Daily 1pm – 6pm	30 Sembawang Drive, #05 - 01 Sun Plaza, Singapore 757713
Teck Ghee CC	Open Daily 10am – 6pm	861 Ang Mo Kio Ave 10 Singapore 569734
Woodlands Regional Library	Open Daily 1pm – 6pm	900 South Woodlands Drive #01-03 Woodlands Civic Centre, 730900
Yio Chu Kang CC (Temporary at Yio Chu Kang Zone 7 RC)	Open Daily 10am – 6pm	624 Ang Mo Kio Ave 4, Singapore 560624
Yishun Public Library	Open Daily 1pm – 6pm	930 Yishun Ave 2, #04-01 North Wing, Northpoint City, Singapore 769098

Central

Bishan Public Library	Open Daily 1pm – 6pm	5 Bishan Place #01-01. Singapore 579841
Buona Vista CC	Open Daily 10am – 6pm	36 Holland Dr Singapore 270036
Geylang East Public Library	Open Daily 10am – 6pm	50 Geylang East Ave 1, Singapore 389777
Henderson Community Club	Open Daily 10am – 6pm	500 Bukit Merah View, Singapore 159682
Kampong Kembangan CC	Open Daily 10am – 6pm	5 Lengkong Tiga, Singapore 417408

Kallang CC	Open Daily 10am – 6pm	45 Boon Keng Road, Multipurpose Hall, Singapore 339771
Leng Kee CC	Open Daily 1pm – 6pm	400 Lengkok Bahru Singapore 159049
library@chinatown	Open Daily 10am – 6pm	133 New Bridge Rd, #04-12 Chinatown Point, Singapore 059413
MacPherson CC	Open Daily 1pm – 6pm	400 Paya Lebar Way Singapore 379131
Potong Pasir CC	Open Daily 10am – 6pm	6 Potong Pasir Ave 2, Singapore 358361
Serangoon Public Library	Open Daily 1pm – 6pm	23 Serangoon Central, #04-82/83 NEX, Singapore 556083
Toa Payoh Public Library	Open Daily 1pm – 6pm	6 Toa Payoh Central, Singapore 319191
Toa Payoh South CC	Open Daily 10am – 6pm	1999 Lor 8 Toa Payoh Singapore 319258

East

Bedok CC	Open Daily 1pm – 6pm	850 New Upper Changi Rd Singapore 467352
Cheng San Public Library	Open Daily 10am – 6pm	90 Hougang Avenue 10, #03-11 Hougang Mall, 538766
Hougang CC	Open Daily 10am – 6pm	35 Hougang Ave 3 Singapore 538840
Kampong Chai Chee CC (Heartbeat@Bedok)	Open Daily 10am – 6pm	11 Bedok North Street 1 #01-31 Heartbeat @ Bedok Singapore 469662
Pasir Ris Public Library	Open Daily 10am – 6pm	1 Pasir Ris Central Street 3 #04-01/06 White Sands, 518457
PSC@Our Tampines Hub	Open Daily 10am – 6pm	1 Tampines Walk Singapore 528523
Punggol 21 CC	Open Daily 1pm – 6pm	80 Punggol Field #01-01 S828815

West

Bukit Batok CC	Open Daily 1pm – 6pm	21 Bukit Batok Central Singapore 659959
Chua Chu Kang CC	Open Daily 10am – 6pm	35 Teck Whye Ave, Singapore 688892
Clementi Public Library	Open Daily 10am – 6pm	3155 Commonwealth Avenue West #05-13/14/15 The Clementi Mall, 129588

Hong Kah North CC	Open Daily 10am – 6pm	30 Bukit Batok Street 31 Singapore 659440
Jurong Regional Library	Open Daily 10am – 6pm	21 Jurong East Central 1, Singapore 609732
Jurong Spring CC	Open Daily 10am – 6pm	8 Jurong West Street 52, Singapore 649296
Jurong West Public Library	Open Daily 1pm – 6pm	60 Jurong West Central 3, #01-03, Singapore 648346
Keat Hong CC	Open Daily 10am – 6pm	2 Choa Chu Kang Loop #01-01 Singapore 689687
Senja Cashew CC	Open Daily 1pm – 6pm	101 Bukit Panjang Rd Singapore 679910
Taman Jurong CC	Open Daily 10am – 6pm	1 Yung Sheng Rd Singapore 618495
West Coast CC	Open Daily 1pm – 6pm	2 Clementi West Street 2 Singapore 129605
Yuhua CC	Open Daily 1pm – 6pm	90 Boon Lay Way Singapore 609958