



MEDIA RELEASE

Rice of Hope with HAO mart and PPIS – *Harvesting Hope, Uplifting Lives*

Singapore, Wednesday, 20 May 2020. Last Monday (18 May), HAO mart, in collaboration with PPIS, launched the Rice of Hope campaign; a fundraising effort involving sale of rice to meet the demand for household essentials whilst giving back to the community amidst the current Covid-19 pandemic. The sale of rice at all HAO mart outlets will begin today (20 May).

HAO mart believes in the importance of providing rice that is of premium quality and is affordable to the masses, especially since it is a household staple within the community. Hence, HAO mart selected “CHAAO” as its choice of rice brand to be sold as part of the Rice of Hope fundraising initiative. “CHAAO” a brand name of Thai fragrant rice has a unique floral aroma, sweet, nutty flavours and a pleasant texture. Harvested in Thailand using soil that is rich with minerals, it is therefore guaranteed of its premium quality.

Each packet of rice weighs five kilograms and costs \$12.90. With every packet of rice sold, \$2.00 will be donated to PPIS beneficiaries. Members of the public may purchase their rice at <http://www.haomart.com.sg/product/chao-thai-fragrant-rice-5kg/>. They may also refer to <https://www.facebook.com/riceofhope.sg/> for more details.

Additionally, members of the public can purchase the rice at any of the nearly 50 HAO mart outlets islandwide from today onwards. They may view the list of outlets at <http://www.haomart.com.sg/stores/>. Through this fundraising initiative, PPIS, along with HAO mart, hopes to foster meaningful inter-organisational collaboration in our collective efforts to give back to the community especially during this difficult period.

The year-long initiative, which was launched on 18 May 2020, will end in May 2021. Mr Ronnie Faizal Tan, Vice President (Operations) of HAO mart, said, “The Rice of Hope fundraising initiative is a community-based effort that seeks to uplift and benefit the Malay-Muslim community. We strive to inspire others to make generosity a habit of life. Simply by purchasing the rice, they are able to make convenient contributions to PPIS that can go a long way in helping the community.”



Mdm Rahayu Mohamad, President of PPIS, also shared, “At PPIS, we hope to uphold our mission of inspiring women and strengthening families through our various services. However, we also recognise the importance of working hand in hand with other organisations in doing so. We are humbled by the kind generosity of HAO mart in lending a hand to support our causes. We hope that other organisations are further encouraged to do the same.”

Moving forward, PPIS will continue to remain committed to uplifting the community by strengthening families. Through our ground-up efforts and collaborations with other organisations, such as HAO mart, we strive to extend goodwill in all that we do and uphold our vision of being a compassionate organisation – one that serves the community with care and concern.

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About PPIS

Founded in 1952, PPIS (*Persatuan Pemudi Islam Singapura* or Singapore Muslim Women’s Association) is a non-profit organisation focused on services for women, family and children. Our focus is on working with women of all ages in carrying out their multiple roles in society. PPIS runs three core community services namely; Family Services, Student Care and Early Childhood Education (ECE). With 16 centres islandwide, the services work together to provide quality and holistic support as well as developmental programmes for women and their families across the different phases of their lives.

For more information, please visit: <https://ppis.sg/>.

About HAO mart



HAO mart is a network of convenience stores and supermarkets in Singapore under HAO Corp, which began its establishment in 2016. HAO mart expanded rapidly and has now opened more than 50 stores within a span of three years. Its retail formats include: HAO Halal Hub, HAO megamart, Eccellente by HAO mart, and Paradiso by HAO. HAO mart seeks to provide customers with an affordable yet dynamic shopping experience.