

**News Release**

27 July 2019

**CDL SDG CITY CHALLENGE 2019 –  
3P PARTNERSHIP PROMOTES HEALTHY, SUSTAINABLE LIFESTYLES**

- **Second consecutive year for the national-level event promoting and supporting the United Nations (UN) Sustainable Development Goals (SDGs)**
- **Guest-of-Honour Ms Grace Fu, Minister for Culture, Community and Youth**
- **An extensive People, Private and Public (3P) partnership involving 14 organising and supporting partners as well as 30 vendors and operators, including ActiveSG, Building and Construction Authority (BCA), Health Promotion Board (HPB), National Environment Agency, South Beach, City Square Mall and Singapore Green Building Council**
- **Also supported by JW Marriott Singapore South Beach, Grand Copthorne Waterfront, Orchard Hotel, W Singapore – Sentosa Cove, M Hotel, M Social Singapore and Distrii Singapore**

Over 2,000 attendees, including employees, family members and friends of City Developments Limited (CDL) and its organising partners such as BCA, HPB and SportSG spent an invigorating Saturday at the SDG City Challenge. In its second iteration this year, the event was held at South Beach and City Square Mall. An extensive 3P collaboration involving 14 organising and supporting partners as well as 30 vendors and operators showcasing sustainable and healthy products, the Challenge aims to promote a green, healthy and sustainable lifestyle while raising awareness of the UN SDGs.

It brought together participants of varying ages and fitness levels, segregated into different race categories, to tackle an 800-metre run followed by a vertical ascent up 34 storeys at South Beach Tower and an obstacle course. There was also a fun-filled Eco Treasure Hunt, perfect for team and family-bonding, at City Square Mall. To build inclusiveness, a new non-competitive 'Fun' category was also introduced this year, which saw younger children, senior citizens and persons with disabilities crossing the finish line.

As part of the event, a carnival was held at the South Beach with fun-filled games and activities, which ran from 9am to 6pm. Participants could try out various ActiveSG health and fitness activities such as the 'Jacob's Ladder' station which features a cardio machine, a 'Tyre Flip' station where attendees could learn how to flip a 100-kilogram tyre, and a station with a 'Medicine Ball' filled with water. There were also 30 booths offering a plethora of environmentally friendly food, products and services (refer to Annexes A and B for details on the activities and booths).

Mr Sherman Kwek, Group Chief Executive Officer of CDL, said, "It is important to maintain our physical, mental and emotional health, especially in a highly urbanised and fast-paced city like Singapore. As a property developer and strong advocate of sustainable development, the SDG City Challenge complements CDL's vision to create green and healthy spaces for sustainable living."

"Launched by the United Nations in 2016, the 17 SDGs can actually be summed up in one simple ideal, which is 'leaving no one behind'. As part of CDL's longstanding ethos of 'Conserving as we Construct', we have embraced 13 SDGs in our business strategy and operations. In particular, we are a firm believer of SDG 17, Partnerships for the Goals, which reflects our commitment to engage our value chain to amass a larger community so as to build a sustainable future for generations to come."

Mr Hugh Lim, Chief Executive Officer of BCA said, “Green Mark buildings, with better air and indoor environment quality, can provide a more comfortable working environment for its occupants. We commend the efforts of committed landlords like CDL in engaging and spreading such awareness to their building tenants and occupants. As companies are placing greater focus on employee well-being, it is encouraging to note that more companies are striving to provide healthier workplaces for their valued employees and protecting the environment through the new BCA-HPB Green Mark for Healthier Workplaces scheme.”

Mr Zee Yoong Kang, Chief Executive Officer of HPB said: “We are happy to be part of the SDG City Challenge again this year. A liveable city is one that supports healthy living for the wellbeing of the population, and developers in the built landscape play a key role in shaping this. As HPB continues to make it easier for busy Singaporeans to lead healthier lifestyles by bringing health programmes to their workplaces and closer to their homes, we hope to have more like-minded partners such as CDL work with us to make healthy living accessible to all.”

Mr Lim Teck Yin, Chief Executive Officer of SportSG, said, “We are delighted to be partnering CDL for the second consecutive year in support of the UN’s Sustainable Development Goals. Sport is an excellent platform to strengthen communities and enhance social connection and teamwork. We will thus continue to strengthen partnerships such as this one to rally Singaporeans to come together for our common good.”

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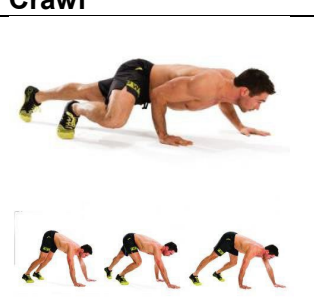




## About City Developments Limited

City Developments Limited (CDL) has been Singapore's property pioneer since 1963. It is a leading global real estate operating company with a network spanning 103 locations in 29 countries and regions. Listed on the Singapore Exchange, the Group is one of the largest companies by market capitalisation. Its income-stable and geographically diverse portfolio comprises residences, offices, hotels, serviced apartments, integrated developments and shopping malls. As a socially responsible corporation, CDL is fully committed towards environmental sustainability and has been initiating and supporting sustained outreach programmes to deliver a lasting and positive impact in the communities where it operates.

For more information on CDL, please visit [www.cdl.com.sg](http://www.cdl.com.sg)

For details on CDL’s sustainability journey, please visit [www.cdlsustainability.com](http://www.cdlsustainability.com)

**ANNEX A: List of SDG City Challenge ActiveSG Obstacles and Activities**

<p><b>1) Fitlight Trainer/ Reaxing Light</b></p>	<p><b>2) Rope Machine</b></p>
	
<p><b>3) Battle Rope</b></p>	<p><b>4) Medicine Ball</b></p>
	
<p><b>5) Stacker</b></p>	<p><b>6) Bear/Crocodile Crawl</b></p>
	
<p><b>7) Jacob's Ladder</b></p>	<p><b>8) Tyre Run</b></p>
	
<p><b>9) Tyre Flip 180</b></p>	<p><b>10) Agility Ladder</b></p>
	

## **ANNEX B: List of Booths**

Team More Team Less	Everyone's journey to a balanced lifestyle is different. Find out what your personal balance is between more physical activity and less unhealthy food. Take a quiz and redeem a gift when you present your welcome email or quiz result at the HPB's Team More Team Less booth. Terms and conditions apply, while stocks last.
Museum of the World's Deadliest Weapons	The museum highlights the key pillars on how Singaporeans can beat diabetes including being aware of the potential risks and going for regular screening, eating a healthy diet, adopting an active lifestyle and taking control of your own health. Spend 15 minutes in the Museum and take away a lifetime of knowledge on how your daily habits can lead to serious consequences and how easy it is to reverse the ongoing destruction.
Singapore Green Building Council booth	At the Singapore Green Building Council booth, booklets on green office tips, flyers on green homes and pamphlets on green building will be distributed. Foldable bus models from SGBC's climate action campaign will also be given out to visitors for them to build their own green buses.
NEA Say YES to waste less	As part of NEA's "Say YES to Waste Less" campaign to encourage people to say yes to reusables, and increase their use in our daily lives. The exhibits and activities outline how people's collective efforts to conserve our resources today will pave the way towards a sustainable environment for our future generations.
AromaMayMay	Spa quality herb and plant based essential oils.
Trü Birch	Cold Brew Organic Coffee (in carton) & ice coffee latte, cappuccino
Okada Coffee & Sweets	Japanese inspired café offering coffee desert and snack and Japanese wares
P'fit Ace	Energy Supplements and Beverages (for Energy boost and vitality wellness)
It Takes Balls	Handmade Knitted fashion pieces
The Wild Abandon	Custom cards and prints by local illustrator
SodaStream	Sparkling water creation machine
Ecoprotect Organic Farm	Organic Veg & Fruits such as cherry tomato/ sweet potato etc
Little Summer Closet	Children clothing (for 5 years old and below)
The Clean Attempt	Sustainable shop such as deodorant cream, beeswax wrap, bamboo toothbrush, toothpaste powder, soap etc.
First Brew Singapore	Healthy meal replacement/ supplement drink
iTrade "Really Good Healthcare Products"	Range of healthy snacks and Korea Nano Toothbrush
Gain Investments	Range of Coffee, Tea and cocktail offerings
Prodan TARTUFI	High quality Truffle oil range
Bunny Trading House Pty Ltd	Organic fruit snacks, date energy ball, Kale chips etc
eScential Life (DoTERRA)	Essential oil with a social mission
Frozt	Fresh Fruit Ice Popsicle – made from real fruits & juice
Bamboo Straw Girl	Homegrown Singapore social enterprise that aims to start eco conversations through the simple bamboo straw
mehndi by putri	Henna art
*Bow*	Kickstarter Shoebag
Starko Global	adaptive sock shoes footwear
Don8uri	Social enterprise selling prepacked donburi and sign language awareness
Lilas Bloom	Flower arrangement and customed cards

Fitfab	Fitness and Wellness workout
Saber Authority	Saber fine art and work out courses
ActiveSG Merchandise Booth	Sustainable products (Foldable cups/ Tote bag/Tumbler) & Active SG items (please see enclosed catalogue)