

Wen Ken Group 70th Anniversary Event

HOME NURSING FOUNDATION- WEN KEN ACTIVE SWIM

Do your bit for the less fortunate at Toa Payoh Sports & Recreation Centre on January 5th 2008, where an estimated 500 participants from companies, schools, clubs and the general public will collectively swim 5,000 laps to attract sponsorships and donations to achieve the target of \$200,000 for the Home Nursing Foundation, \$50,000 of which has already been sponsored by Wen Ken Group.

To support the HNF Active Swim by making a donation, please call 6252 5677 (Mr. James Teo). Or just pop by to partake in this very worthwhile cause – as participants or/and as donors.

HOME NURSING FOUNDATION

Established in 1976 by former Deputy Prime Minister and Minister of Health, Dr Toh Chin Chye, the Home Nursing Foundation (HNF) is a non-profit, voluntary welfare organization that provides home nursing services to the poor elderly sick.

In 2006/2007, its nurses made a total of 30,416 visits to 4,341 patients – an increase of 1,100 in financial year 2005/2006. The foundation spends \$3 million each year, with a majority of HNF patients above 60 who have financial difficulties and are chronically ill with diabetes, high blood pressure, high cholesterol and heart disease, among other conditions.

The inaugural HNF- Wen Ken Active Swim is one of the activities the foundation is using to promote its key message of 'active ageing'. Its staff and nurses will also be stroking their way to achieving this goal.

WEN KEN GROUP

You may remember Wen Ken Group for its ubiquitous Three Legs Cooling Water with the eponymous logo well-known among generations of Singaporeans.

Currently consisting of many companies including Traditional Chinese Medicine (TCM), Western pharmaceutical, health supplements, food & beverage, as well as laboratory, marketing



and distribution, fitness gym, media and events, venture investment and licensing companies, the Wen Ken Group was started in 1937 by four families selling traditional Three Legs products, including headache powder, tinea solution, cough syrup and cooling water.

Founded with the aim of serving the community by catering to the basic healthcare needs of people from all walks of life and advocating a healthy lifestyle, Wen Ken is currently one of the largest traditional medicine companies within Asia, reaching out to over a billion people.

Wen Ken's markets span the globe – from ASEAN countries, South Asia, China, Australia to the Middle East, Europe and North America. The companies that it has taken under its wing all have affiliations with healthcare, which reiterates its commitment to promoting general well-being.

They submitted an entry for the Singapore Prestige Brand Award 2007 under the Brand Heritage Category and are one of the winners.

70 YEARS OF SERVICE

It is a co-incidence perhaps, that the Wen Ken Group motto (of 饮水思源 - meaning that we should "remember the source of the water we drink from" and put back into society what we have received from it over all these years) reflects its philanthropic inclination towards such water-based charity events.

For its 70th Anniversary this year, Wen Ken Group has adopted the theme 'Love & Gratitude', reflecting their genuine affection and gratitude for their partners and customers who have made them what they are today.

Managing director Fu Weng Leng said the donation to the HNF reflected the group's theme for its milestone anniversary.

"Our customers have stayed loyal to us over the seven decades and have helped us grow into the group that we have become," Mr Fu said.

"We thought it only fitting that we show them our gratitude by supporting the HNF, which does a great job looking after those in their twilight years – people who were part of our early years."

"Wen Ken is one of the 4 winners under the Singapore Prestige Brand Award 2007 - Category : Heritage Brand Award."