

The Patisserie

**PRESS RELEASE
FOR RELEASE IN SEPTEMBER 2008**

THE PATISSIER EXTENDS A HELPING HAND TO WOMEN IN NEED *Fundraising efforts by women for women*

September 2008, Singapore – This September, The Patisserie embarks on extensive fundraising efforts for The Star Shelter, a project for female victims of family violence. Started by 2 women - Madam Tan Siang Oon and Tan Siang Yee - and with a high percentage of female employees, The Patisserie decided on fundraising efforts for the Shelter as the shared gender identity evoked a natural sense of empathy and motivation to help.

“The Star Shelter, a project of Singapore Council of Women’s Organisations (SCWO) is grateful to be a beneficiary of The Patisserie LLP fundraising event. Funds raised will be used to provide meal allowance to women, who are victims of family violence, seeking refuge at our shelter. We are also proud of this partnership because The Patisserie LLP symbolises and encompasses the spirit of SCWO – that women can excel in whatever field and whatever tasks they dream of – be it setting up a business or excelling in the male dominated world of professional chefs.”

Dr Ann Tan, President of SCWO

Every Monday to Thursday in the month of September, The Patisserie will retail 20 cakes of size 500g per day at a special price of \$25 (before GST). Usual retail price of these cakes range from \$36 to \$40 (before GST). Sales proceeds will be donated to the Star Shelter, where funds from the sale of a single cake can cover a week’s worth of meal allowance at the Shelter.

Available only to walk-in customers at all The Patisserie outlets, enquiries are welcome at 6737 3369 (Mohamed Sultan road outlet) or 6220 5565 (Ann Siang road outlet).

For more information or assistance, please contact:

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