

## HomeTeamNS kick-starts season of giving with 20,000 limited edition miniature figurines to celebrate the contributions of SPF and SCDF NSmen

**SINGAPORE, Dec 20, 2014** – HomeTeamNS, an Association for Singapore Police Force (SPF) and Singapore Civil Defence Force (SCDF), has launched a campaign today to give away 20,000 limited edition miniature figurines for free this holiday season. Dubbed as “HomeTeamNS Celebrates Life”, the campaign serves to recognise its NSmen and their families by celebrating life’s simple pleasures in a big way through its refurbished clubhouses, and membership benefits which has access to over 1,500 merchants and outlets island wide.

2. These figurines will be distributed every weekend for the next 16 weeks. A North East Line (NEL) train will carry the first batch of figurines between Sat, 20 Dec 2014 and Sun, 25 Jan 2015. For the second batch of figurines, a North South Line (NSL) train will carry the figurines from 21 Feb 2015 to Sun, 29 Mar 2015.

3. The 9-set figurines represent the closest people whom we treasure in our life and a reminder why we call Singapore our home. In addition, each miniature figurine was carefully handcrafted to ensure that every piece is unique to illustrate certain life values that are synonymous with the newly transformed HomeTeamNS brand. These values include integrity, care, bonding, hope, resilience and camaraderie (*please refer to the Fact Sheet for more details*).

4. DAC (NS) Jonathan Wan, Chairman, HomeTeamNS Branding & Publicity Committee shared, “This is just one of the unique ways to show our appreciation towards our NSmen’s contributions in making Singapore safe and secure. It also exemplifies the Association’s new brand values - to offer fun-filled activities, personal development opportunities, exclusive membership privileges as well as a place for Home Team NSmen to bond with their fellow buddies and families.”

5. “We are constantly thinking of new and innovative ways to engage as well as recognise our NSmen. Through this campaign, we hope to spread more awareness about our Home Team

NSmen's contributions and simply tell them – Thank you for everything that you have done to protect and save lives. Now, they can look forward to more recreational activities at our newly renovated clubhouses, and exclusive membership offerings in recognition of their NS contributions.” said Ms Agnes Eu, Chief Executive of HomeTeamNS.

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### **About HomeTeamNS**

*HomeTeamNS is a non-profit organisation set up to recognise the invaluable contributions of the Singapore Police Force (SPF) and Singapore Civil Defence Force (SCDF) NSmen to the safety and security of the nation. HomeTeamNS aims to build a greater sense of camaraderie amongst SPF and SCDF NSmen by providing a shared environment for them to network and build bonds through sporting and social activities.*

*HomeTeamNS has a membership base of 189,804 with four clubhouses conveniently located at Balestier, Bukit Batok, Chinatown and Sembawang. For more information, please visit [www.hometeamns.sg](http://www.hometeamns.sg).*

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