



## AIA Singapore

1 Robinson Road, AIA Tower  
Singapore 048542  
T : 1800 248 8000

AIA.COM.SG

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[AIAVitality.com.sg](https://www.aia.com.sg)

## Media Release

### AIA Singapore and Tottenham Hotspur unveil 'Grant a Wish with AIA Better Lives Fund' to help disadvantaged communities in Singapore

Special edition match-worn shirts will be signed by the players and auctioned to raise funds for the AIA Better Lives Fund and the Tottenham Hotspur Foundation.



Left to right: Dejan Kulusevski, Eric Dier, Harry Winks, Lucas Moura

**SINGAPORE, 25 APRIL 2022** – AIA Singapore and Tottenham Hotspur Football Club today announced the launch of the '[Grant a Wish with AIA Better Lives Fund](#)' initiative. This is the second fundraising initiative in support of the [AIA Better Lives Fund](#) established in 2021 to help disadvantaged children, youth and their families to live healthier, longer, better lives.

Tottenham Hotspur will play Leicester City in a Premier League match at the Tottenham Hotspur Stadium in London on Sunday 1 May. During the match, Tottenham Hotspur players will wear special edition 'AIA Better Lives Fund' shirts which will be signed by the players and auctioned, with proceeds going towards the 'AIA Better Lives Fund' as well as the Tottenham Hotspur Foundation.

As the Global Principal Partner of Tottenham Hotspur Football Club, AIA recognises the vital role active participation in sport plays in promoting a healthy lifestyle. Tottenham Hotspur Football Club has worked alongside AIA to bring like-minded football enthusiasts together by organising various soccer-themed events and carnivals in Singapore. This includes the AIA Football Kids Camp which had former Spurs player Teddy Sheringham as a special guest, as well as a coach education programme for Singaporean youth team Young Lions FC in collaboration with the Football Association of Singapore (FAS), to not only encourage active and healthy living, but also support Singapore's efforts to bolster local football standards.

AIA is also partnering with FAS as the Title Sponsor of the Singapore Premier League, supporting the nation's professional sports league since 2019 to develop local footballers.



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Together, Tottenham Hotspur Football Club and AIA have seen great success in engaging communities through football to convey the values of teamwork, discipline, and sportsmanship, to positively impact people's lives.

As part of the 'Grant a Wish with AIA Better Lives Fund' fundraising initiative, a charity auction for the special edition 'AIA Better Lives Fund' shirts, worn by the players during the match and then signed afterwards, will be held after the fixture. Additionally, an exciting Facebook live-stream auction will be hosted on Thursday 12 May by Singapore celebrities Dasmond Koh, Xu Bin and Michelle Tay. The live stream auction will include limited edition items including specially signed shirts and caps, paintings from Children's Wishing Well, Tottenham Hotspur merchandise and more.

Proceeds from both auctions will go towards supporting beneficiaries of the AIA Better Lives Fund through Community Chest, which includes AIA Singapore's longstanding adopted charity partners – Children's Wishing Well and VIVA Foundation for Children with Cancer, as well as the Tottenham Hotspur Foundation.

Funds raised will help provide nutritious meals for young children from the Children's Wishing Well, supporting their education and helping them to realise dreams through professional qualifications in non-academic areas. For VIVA Foundation, the donations will fund cancer research projects to create advanced treatments to save lives of children with cancer, curate programmes that offer holistic care for survivors to do well after treatment and enable better medical facilities.

**Donna-Maria Cullen, Executive Director of Tottenham Hotspur and Trustee of the Club's Foundation**, said: "We are extremely proud of how our partnership with AIA continues to benefit the lives of so many, both in the Asia-Pacific region and within our own local communities."

"This is now the fourth occasion in the past seven years that we have partnered on a charity shirt initiative, each time raising vital funds and awareness for good causes through the unique and global platform that a Premier League match provides."

"We are looking forward to continuing our work with AIA in supporting children and families to live healthier, longer and better lives."

**Wong Sze Keed, Chief Executive Officer of AIA Singapore**, said, "AIA Singapore remains steadfast in our commitment to build an inclusive Singapore for generations to come. The launch of the 'Grant a Wish with AIA Better Lives Fund' initiative underpins our mission in supporting children and families in need, and enabling the greater community to live healthier, longer, better lives."

"We are grateful for the continuous support of Tottenham Hotspur Football Club, our long-standing partner who has a shared purpose in giving back to the community. On behalf of AIA Singapore, I would also like to thank all Singaporeans for their generous contributions towards the AIA Better Lives Fund and helping us to realise our mission in securing healthier futures for individuals, families and communities in Singapore."

AIA Better Lives Fund is administered by Community Chest, the fundraising and engagement arm of the National Council of Social Service (NCSS) to support AIA Singapore's adopted beneficiaries – Children's Wishing Well and VIVA Foundation for Children with Cancer. Corporate social responsibility (CSR) forms a core part of AIA Singapore's continuous commitment to support the community nationwide. Over the past years, AIA Singapore has been ramping up its CSR initiatives and supporting its charity partners through various fundraising activities including the annual AIA Charity Golf event and the recent tokidoki x AIA Better Lives Charity Run as part of its 90<sup>th</sup> anniversary celebrations last year. The funds raised will go towards enabling children and their families to receive the much-needed financial assistance, access to education and quality healthcare, and fulfilling dreams.



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To donate to the AIA Better Lives Fund, please visit: <https://www.comchest.gov.sg/aia-better-lives>

For more information about Grant a Wish with AIA Better Lives Fund and the auctions, please visit: [aia.com.sg/grantawish](https://aia.com.sg/grantawish)

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### About AIA

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR(1), Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR(2), and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$340 billion as of 31 December 2021.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia, AIA serves the holders of more than 39 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

#### Contacts:

Allison Chew  
[Allison-A.Chew@aia.com](mailto:Allison-A.Chew@aia.com)

Dawn Teo  
[Dawn-my.teo@aia.com](mailto:Dawn-my.teo@aia.com)

#### Notes:

1. Hong Kong SAR refers to Hong Kong Special Administrative Region.
2. Macau SAR refers to Macau Special Administrative Region.