



Media Release

3 June 2022

Homegrown durian brand Golden Moments partners charity HCSA Community Services

Local durian brand Golden Moments announces its partnership with social service organisation HCSA Community Services (HCSA) to bring greater awareness of social issues faced by vulnerable groups in Singapore.

By leveraging off Golden Moments' extensive market presence and various digital touchpoints, the partnership will see the brand help amplify the many inspirational beneficiary stories from HCSA and further highlight the charity's cause. The social service organisation serves ex-offenders, single-parent families and teenage girls who have suffered complex trauma from abuse.

"We appreciate the work that HCSA does for our community in empowering the vulnerable, especially during the pandemic. Their social impact parallels Golden Moments' mission of bringing together families and loved ones, and celebrating relationships," said Josiah Jeremy, Founder and Managing Director of Golden Moments.

As part of its partnership, Golden Moments has launched a Father's Day fundraising campaign from 1 – 30 June 2022. In celebration of HCSA's beneficiary fathers whose strength, courage, and love for their children enabled them to overcome their dark pasts, the brand has released a Father's Day special – a 6-inch 'Super Dad' Golden MSW Durian Cake. The cake retails at \$78.80, with \$10 from each sale being donated to HCSA. Golden Moments has targeted to raise \$50,000 for this fundraising campaign. Cakes are available for purchase through Golden Moments' website www.goldmoments.sg and other online distribution channels.

Mrs. Kim Lang Khalil, CEO of HCSA Community Services said, "We are very grateful for this meaningful collaboration with Golden Moments. Our business and social objectives are aligned and intertwined for an authentic CSR effort. Telling the stories of our ex-offender fathers through Golden Moments Father's Day fundraising campaign is a grounded and relatable approach to raise awareness on social issues and inspire hope."

For media enquiries for HCSA Community Services, please contact:

Sheereen Teo
Manager, Marketing & Communications
Tel: +65 6236 0456 (DID)
Mobile: +65 9116 6486

For media enquiries for Golden Moments, please contact:

Jarine Wong
Manager, Business Development
Mobile: +65 96624931
Email: jarine@goldmoments.sg

About HCSA Community Services

HCSA Community Services is a charitable organisation with the Institution of Public Character (IPC) status and a member of the National Council of Social Service.

As a family of dedicated staff, volunteer teams, corporate and community partners, we serve some of the most vulnerable in society, giving them hope for a better future.

Our beneficiaries include ex-offenders, single parents facing limited support, and teenage girls who have suffered complex traumatic experiences.

Our mission to empower and provide hope to the vulnerable is achieved through our signature programmes:



HCSA Highpoint Halfway House
Helping Ex-Offenders Rebuild Lives



HCSA Dayspring Residential Treatment
Giving Hope to Abused Teenage Girls



HCSA Dayspring SPIN (Single Parents INformed, INVolved, INcluded)
Empowering Single Parents Facing Limited Support



HCSA Academy Culinary Training Centre
Preparing Workplace Ready F&B Professionals

About Golden Moments

Golden Moments - recognised as the highly raved revolutionist for premium durian products. From products' appearance to taste, Golden Moments has successfully created a credible and relevant brand that consumers now look at durians in a different light.

Here in Golden Moments, we relentlessly strive to set high quality benchmarks for all our premium durian products fresh from farm to table, made with 100% pure Mao Shan Wang because we believe in nothing but excellence.

Today, Golden Moments has become a household durian brand that advocates the importance of treasuring golden moments. Time is free but once you lose it, you will never get it back. Tomorrow is never promised. Treasure the Golden Moments with your loved ones.



#TheGreatestGiftIsLove

#GiftGoldenMoments

#TreasureGoldenMoments