



**MEDIA RELEASE**

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## **HCSA's 'Everesting for Second Chances' returns with new sponsor and \$500,000 fundraising target**

*Charity empowering vulnerable groups to emphasise the importance of family support for ex-offenders and  
"Everesters"*

**Singapore, 14 April 2024 – HCSA Community Services (HCSA)**, a social service agency (SSA) dedicated to empowering vulnerable groups in society and giving them hope for a better future, launched 'Everesting for Second Chances' today with a bicycle fellowship ride at Mount Faber with new apparel sponsor, BikeBaju, Southeast Asia's leading cycling apparel brand. This marks BikeBaju's first sponsorship in Singapore. With a target of \$500,000, HCSA aims to provide ex-offenders with residential and rehabilitative support towards facilitating their reintegration into society.

This year's 'Everesting for Second Chances' is taking a bold step forward by introducing a new and much-anticipated Family Carnival to complement the indoor physical event of virtual Everesting, hosting up to 30 participants, organised on 29 June 2024. This is supported by Yellow Ribbon Singapore, Singapore Cycling Federation and National Volunteer & Philanthropy Centre.

Packed with an array of vibrant activities and experiences; ranging from stage performances, delicious food, games, bouncy inflatables and unique finds at the flea market, the carnival is set to ignite a spirit of togetherness and camaraderie while championing the invaluable support network for ex-offenders, their families, and participants of the Everesting challenge. This is the only cycling challenge that aims to rally the public to conquer the equivalent height of Mount Everest (8848m) by pedalling, while fostering support for former offenders in their journey to rebuild their lives.

Breaking new ground, BikeBaju was announced as the challenge's official apparel sponsor. This marks BikeBaju's inaugural collaboration with a Singaporean organisation, formalised by the Memorandum of Understanding (MOU) signed today at HCSA Academy.

"We are thrilled to join forces with HCSA for 'Everesting for Second Chances' because we strongly believe in the cause. Helping ex-offenders gain visibility for second chances aligns with our business-social mission of encouraging people to 'Stand Out & Be Seen', and reflects our deep commitment to leveraging our platform for social good," said Yim Wai Soon, Director of BikeBaju as he expressed his enthusiasm for this partnership with HCSA.

BikeBaju's partnership with HCSA is a significant milestone and presents an incredible opportunity to amplify HCSA's message and engage a broader audience in supporting ex-offenders on their journey towards rehabilitation and redemption.

Andrew Ong, Director of Partnerships and Strategic Communications at HCSA said, "BikeBaju's dedication to social responsibility and their strong emphasis on building a brand community that fosters friendship and camaraderie among cyclists make them an ideal partner for our 'Everesting for Second Chances' initiative. This not only aligns with our mission to empower vulnerable groups but also underscores the importance of community support in facilitating the reintegration of ex-offenders."

With a formidable fundraising target of \$500,000 – double the amount of last year's target – and a mission to garner 300 cycling participants, the challenge sets an ambitious tone. Registration opens from 24 April onwards and closes 31 July, with early bird promotions from 24 April to 7 May, offering participants a discounted opportunity – with individuals at \$58 (u.p. \$68) and teams of 4 at \$210 (u.p. \$250) - to join the challenge. Participants may also choose to take part in the indoor physical event for an additional \$88, which offers a safe environment, meals, onsite guidance and medical support.

In addition to participating in the cycling challenge and enjoying the festivities of the Family Carnival, HCSA encourages individuals and organisations to generously donate to the 'Everesting for Second Chances' fundraising campaign. Irrespective of its magnitude, every donation serves as a significant stride towards fostering a more inclusive and supportive community for those seeking a second chance. It does not only contribute financially to the cause but also helps raise awareness about the challenges of reintegration and build a stronger network of support for ex-offenders.

Proceeds from the fundraising challenge will be directed towards HCSA Community Services to support ex-offenders in their reintegration journey. HCSA Highpoint plays a crucial role in reducing Singapore's recidivism rate, aiming for long-term desistance through its comprehensive support programmes and services for ex-offenders during their reintegration. For more information on how to participate or donate to 'Everesting for Second Chances', please visit [www.secondschances.sg](http://www.secondschances.sg).

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#### **About HCSA Community Services**

HCSA Community Services is a charitable organisation with Institution of a Public Character (IPC) status and a member of the National Council of Social Service. The organisation was launched in 1996 as a halfway house for recovering drug addicts and ex-offenders. Today, their work has expanded to include teenage girls who have suffered complex trauma from abuse, and single parents with limited support and other at-risk groups in the community. HCSA operates with a team of dedicated staff, volunteer teams, corporate and community partners, as they continue to serve the vulnerable in society, to give them a future and a hope. HCSA's mission is to empower these vulnerable populations through their signature programmes. Find out more at [www.hcsa.org.sg](http://www.hcsa.org.sg).

#### **About BikeBaju**

BikeBaju is proudly designed in Southeast Asia, made for the world. The brand was founded by passionate cyclists with a vision to change the world of cycling jersey attire. Long dominated by the aesthetics of European or Australian brands, we designed BB to bring out the vibrancy of the region where the brand was born. It is our pride and glory, an ode to our culture and cycling scene.

Welcome to the new era of cycling apparel with BikeBaju. Be Bold! Be outstanding like the BB you're meant to be. Life's too short for boring gear. Wear your identity on your sleeve. Loud and proud. Nothing to hide.