

# Singapore Government **PRESS RELEASE**

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SPEECH BY MR HO KAH LEONG, PARLIAMENTARY SECRETARY (EDUCATION)  
AND COUNCIL MEMBER OF SINGAPORE SPORTS COUNCIL AT THE SSCY/  
YEO'S/ASCOT NATIONAL SQUASH TRAINING SCHEME CHEQUE PRESENTATION  
AT THE KALLANG SQUASH COMPLEX ON 19 MARCH 1983 AT 11.00 AM

It is very gratifying to note that the commercial sector has been and still is a strong supporter and sponsor of sports. Over the years, small and big firms and companies have invested varying sums of money to keep the wheels of sports moving. They have also contributed an assortment of equipment and accessories to aid sports, sometimes above and beyond their cash donation.

Depending on the occasion, the mass media has given acknowledgement to these public-spirited companies. However, I feel that there is certainly room for improvement in this area. There are times some sponsors have felt that their investment has not brought in the expected return in terms of publicity and public awareness. Granted it is impossible to satisfy all sponsors at all times and their different levels of expected returns, but certainly the press should not withhold from giving publicity to a sponsor when such publicity is deserving.

Take the SSC/Yeo's/Ascot National Squash Training Scheme as an example. Here, we have an unique scheme where two firms with entirely different commercial interests, have joined hands to sponsor a scheme of national significance. I have my doubts if there are many such schemes elsewhere in the region. The focus of concern is to ensure that Singapore continues to occupy a high rung in the squash hierarchy.

There is enough material for the newspapers to write only if they care to research a little on the scheme which has now expanded with Ascot's participation.

4 On behalf of the Singapore Sports Council, I commend Yeo Hiap Sang Pte Ltd and Sunrise & Co for donating \$30,000/- each to help our national players in their career. I thank them for their generosity.

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