



Media Release

Home-grown top caterer Neo Garden Catering Boost for Singapore Swimming Association

Singapore Swimming Association unveils Neo Garden Catering as the first SME to be a title sponsor of aquatics championships in Singapore

Singapore, 25 June 2015 – Singapore Swimming Association (SSA) announced a year-long sponsorship agreement with home-grown Neo Garden Catering today. The \$120,000 sponsorship deal with Singapore's top caterer will last through to June 2016.

As the official F&B sponsor for SSA, Neo Garden Catering will provide food and beverage for volunteers, officials and VIPs at all three upcoming FINA events this year – the 5th FINA World Junior Championships, the FINA Swimming World Cup and the FINA Diving Grand Prix.

In addition to the FINA events, Neo Garden Catering will also be the title sponsor of the Neo Garden 11th Singapore National Swimming Championships taking place from 26 – 28 June 2015 at the OCBC Aquatic Centre. Neo Garden Catering will also provide food and beverage at local meets for all four aquatic disciplines.

This marks the first time that a local Small Medium Enterprise (SME) has supported SSA as the title sponsor for the National Swimming Championships.

Mr Jose Raymond, Vice-President (Finance), SSA said, "We are heartened to see a home-grown SME staunchly support local aquatic sports and athletes during this significant SG50 milestone year.

"It's a thrilling time for aquatics – we've had great success at the recent SEA Games and Singapore will be playing host to several world-class international and regional events in the coming months. The partnership with Neo Garden is a vote of confidence for SSA and our athletes. This marks the first of several sponsorship deals which we will unveil over the next few months."

Commenting on the company's sponsorship, Mr Neo Kah Kiat, Founder, Chairman and CEO of Neo Group Limited, said, "Neo Garden Catering has grown over the years to be the industry leader, supported by households in Singapore. With a strong corporate culture of giving back to the community, we at Neo Garden Catering are proud to do our part for one of Singapore's best-loved sports – Aquatics. By supporting our next generation of sporting talent, we hope to inspire and cheer on our swimmers towards greater success."

Mr Edwin Ker, Executive Director, SSA also said, "We look forward to a fruitful partnership with Neo Garden Catering. The sponsorship which provides for our volunteers and officials needs will go a long way towards meeting workforce needs, while simultaneously covering the costs of major aquatic meets and events."

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