

FOR IMMEDIATE PRESS RELEASE

After the successful run of 'StandUp and WashUp', **At-Sunrice GlobalChef Academy, in collaboration with Valrhona and Classic Fine Foods, is running a *nation-wide initiative, "#StandUpforCleaners"* to express our sincere gratitude to the cleaners in Singapore.**

Join Us to Thank the Invisible Cleaners

- **"#StandUpforCleaners"**, the second segment of At-Sunrice GlobalChef Academy public service campaign, aims to kick start a wave of gratitude and community appreciation towards the cleaners in Singapore for working tirelessly to keep us safe this COVID-19 period.
- Together with 10 MOE schools and our industry partners, we are whisking and baking up to 48,000 chocolate cookies, brownies and brioches for **#StandUpforCleaners**.
- At-Sunrice GlobalChef Academy targets for 4,000 neighbourhood cleaners to receive these gourmet "Gratitude Goodies" from the joint Academy and schools' efforts on 6th August 2020.
- At-Sunrice's chef instructors have made three "Gratitude Goodies" baking instructional videos for all to follow. If you have an oven, do bake with us and let the cleaners know they are not invisible and we appreciate them. Do share your handmade goodies with the cleaners in your estates or school. Also join our **#StandUpforCleaners** social media campaign to spread the word!

SINGAPORE – 5 Aug 2020 - At-Sunrice GlobalChef Academy began a two-tiered public service campaign in the worldwide fight against COVID-19. Complementing the nation-wide effort to rally the public to uphold good sanitation standards and hygiene practices, the 'StandUp & WashUp' campaign which garnered over 800,000 views, featured Michelin Star chefs educating the public on how to wash their hands. This campaign was well received by the industry and community and it made an impact in educating the general public on better hygiene practices.

'StandUp for Cleaners' campaign aims to recognise and affirm the local heroes who have playing crucial role in our nation's battle against COVID-19, working tirelessly to keep our nation and communities safe.

We were inspired by the Regardless of Class documentary based on a study commissioned by Dr Janil Puthuchear, the chairman of OnePeople.sg. In the study, a cleaner wrote, "I know I'm invisible. I have to get used to this, and learn to stop caring." Keeping Singapore clean and sanitised during this time is no small matter. Let this ground-up effort convey our gratitude to our cleaners and let them know they are not invisible. We see them and we are grateful.

At-Sunrice GlobalChef Academy, will lead this nation-wide initiative together with our industry partners, Valrhona Chocolates, Classic Fine Foods, PAR Corporation and Cheng Yew Heng Candy Factory. 10 MOE schools across Singapore will also join us in this initiative. They are Fajar Secondary, Peirce Secondary, Ping Yi Secondary, Queenstown Secondary, Spectra Secondary, St. Patrick's School, Swiss Cottage Secondary, Victoria School, West Spring Secondary and Yuan Ching Secondary. Each school will receive ingredients and packing materials provided by At-Sunrice GlobalChef Academy, following which the students will bake the goodies on their school premises. Collectively, we will be baking up to 48,000 gourmet chocolate cookies, brownies and brioches for **#StandUpforCleaners**.

Ms Serene from Bukit Panjang Government High School shared that “the students are really excited to bake and take part” and that she and her students will be going around to distribute in the school’s vicinity. Please see the appended list of beneficiaries from the collective effort.

At-Sunrice GlobalChef Academy invites the community to join us in baking these “Gratitude Goodies” for **#StandUpforCleaners**. Our chef instructors have made three baking instructional videos on YouTube for the chocolate cookies, brioches and pecan brownies for all to follow. If you have an oven, please do join us in showing our appreciation to the cleaners!

Chocolate Cookies Instructional Video

<https://youtu.be/1BYUG1waaDI>

Chocolate Brioche Instructional Video

<https://youtu.be/C-TsAGOj99E>

Chocolate Pecan Brownies Instructional Video

<https://youtu.be/oqRcQUnwkuM>

At-Sunrice is also running a social media campaign concurrently from 6th August to 25th August 2020, with the hashtag **#StandUpforCleaners** to spread the word! We encourage the community to share photos of their handmade “Gratitude Goodies” and post thank you and appreciative messages for the cleaners on social media with this hashtag **#StandUpforCleaners**.

Let’s all come together as a community to convey our gratitude to our cleaners and let them know they are not invisible and we recognise and appreciate their tireless efforts.

At-Sunrice would like to thank all our sponsors, industry partners, our Diploma of Pastry and Baking students and chefs, students and teachers from the 10 MOE schools, and all the organisations who volunteered for distribution for making this initiative possible.

For media enquiries,
Contact Christy Lai at christy_lai@at-sunrice.edu.sg



Each bag contains 12 gourmet pastries – 10 chocolate cookies, 1 chocolate brioche, 1 chocolate pecan brownie.

Image 1: Front of #StandUpforCleaners Gratitude Goodies

Image 2: Back of #StandUpforCleaners Gratitude Goodies

About At-Sunrice GlobalChef Academy

For 4 consecutive years since 2016, At-Sunrice GlobalChef Academy is the national winner in higher education for culinary arts and Food & Beverage, awarded by JobsCentral Learning (T.E.D). For more information about At-Sunrice, visit www.at-sunrice.edu.sg.

At-Sunrice GlobalChef Academy has been cultivating global chefs and F&B professionals in an experiential environment of culinary authenticity and best-fit apprenticeship since 2001. With an internationally diverse faculty, state of the art facilities and strong industry partnerships, the Academy delivers skills and knowledge in East and West, Old World and New World Cuisines, Herbs and Spices, Innovation and Technology.

We offer Diplomas in Culinary Arts, Diplomas in Pastry and Baking, a Specialist Diploma in food entrepreneurship, international diploma-degree pathways, private chef classes and short Continuing Education Modules (CEM) More details. Our courses receive up to 90% programme fee funding* by SkillsFuture Singapore and SkillsFuture Credit*claimable. F&B employers can get up to \$10/hour by sending their employees to our courses under the Enhanced Absentee Payroll government funding. More information on At-Sunrice's popular course offerings available <here> and as appended.

Our diploma students learn locally and globally with 6 months of their programme in a paid Overseas Industrial Attachment. At-Sunrice offers a seamless progression with diploma-degree pathways for 5 universities worldwide: Johnson & Wales University (America), International College of Hotel Management (Australia), George Brown College (Canada), Technological and Higher Education Institute of HongKong (Hong Kong) and University of West London (United Kingdom).

At-Sunrice GlobalChef Academy is the first culinary academy in Singapore to be awarded the National Continuing Education and Training Institution (NCI) accreditation, allowing us to administer nationally recognised diplomas offering up to 90% fee subsidies for Singaporeans and Permanent Residents, and is the first culinary school to be awarded the EduTrust 4-year certification from the Committee for Private Education (CPE).

*Terms and Conditions apply.

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Contact Christy Lai at christy_lai@at-sunrice.edu.sg

Appended in this Press Release:

List of Sponsors for #StandUpforCleaners
List of Participating MOE schools and their beneficiaries

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List of Sponsors for #StandUpforCleaners

Valrhona Chocolates

Classic Fine Food

Cheng Yew Heng Candy Factory

PAR Corporation

List of Participating MOE schools and their beneficiaries

West Spring Secondary	West Spring Secondary School
	Beacon Primary School
	Greenridge Primary School
	Greenridge Secondary School
	West Spring Primary School
	West View Primary School
	Zhenghua Primary School
	Zhenghua Secondary School
Fajar Secondary	Fajar Sec
	Bukit Panjang Town Council: Cashew Division
	Bukit Panjang Town Council: Bt Panjang Division
	St Luke's Eldercare
	Bukit Panjang Town Council: Zenghua Division
Yuan Ching Secondary	Yuan Ching Secondary School
	Crest Secondary School
	Hua Yi Secondary School
	Jurong Primary School
	Jurong Secondary School
	Jurongville Secondary School
	Yuhua Secondary School
Bukit Batok Secondary	Bukit Batok CC
	Bukit Batok Secondary School
Spectra Secondary	Sembawang Town Council - Blk 693 - 694 Woodlands Ave 6/ Woodlands Drive 52
	Sembawang Town Council - Blk 634 - 640 Woodlands Ring Road
Swiss Secondary Cottage	Swiss Cottage Secondary School
	Bukit View Primary School
	Dazhong Primary School
	Keming Primary School
	Lianhua Primary School
	St Anthony's Primary School
	Bukit View Secondary School
	Chua Chu Kang Primary School
	Concord Primary School
	De La Salle School
	South View Primary School
	Unity Primary School
	Dunearn Secondary School
	Hillgrove Secondary School
	Unity Secondary School

	Jurong Pioneer Junior College
	Yusof Ishak Secondary School
St. Patrick's School	St. Patrick's School cleaners and OSO
	Marine Parade Town Council
Victoria School	Victoria School
	Victoria Junior College
	Marine Parade Town Council
Queenstown Secondary	Queenstown Secondary School
	Lee Kong Chian Gardens Schools (MINDS)
	Saint Andrew's Nursing Home
	Redhill Gardens RC
	Contract Cleaners [South Zone School]
Bukit Panjang Government High	Bukit Panjang Government High School
	Concord Primary School
	Keat Hong Community Centre
	Lot 1 Mall
	Keat Hong HDB Maintenance
	St. Luke's Eldercare

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We would also like to thank these organisations for chipping in to make this campaign a success

Activiste Pte Ltd
 Butterworth8
 Caribbean at Keppel Bay
 Cathay Organisation
 Changi Rise
 Classic Fine Foods
 Compass Heights
 Economic Development Board
 Embassy of Argentina in Singapore
 Istana
 Kew Lodge
 Khoo Teck Puat Hospital
 Management Development Institute of Singapore
 Memory Aging and Cognition Centre
 Ministry of Manpower
 National Kidney Foundation
 National Parks Singapore
 Navind Services Pte Ltd
 Singapore Tourism Board
 Paya Lebar Methodist Church
 Pinnacle@Duxton
 Ridgewood Condominium
 Singapore Chefs' Association
 Singapore Hokkien Huay Kuan
 Singapore Management University

Singapore Tourism Board
SkillsFuture Singapore
Swifwin Pte Ltd
The Arcadia
The Little Wild Pte Ltd
UBS Singapore
Whirlpool (Kitchen Aid)
Workforce Singapore
Yishun Community Hospital