



**FOR IMMEDIATE RELEASE**  
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### **Two's a Party - Jade Seah Shares 40<sup>th</sup> Celebration with Charities**

Naughty or nice? Jade Seah proves you can be both, with her Naughty Forty birthday celebration. The TV personality, who turns 40 on 6 April, held an intimate birthday party with her family and friends last Saturday.

In lieu of gifts, the veteran media personality invited her loved ones to share her joy by making a donation to three charities of her choice, one of which is HCA Hospice (HCA). Jade's efforts mark the start of HCA's 'Gift Your Day' campaign – Celebrities Edition, an initiative that aims to encourage everyone to dedicate a special day to HCA, by rallying for donations within their network.

"Life has treated me well and I am humbled by all the blessings I have received," Jade says. "I would like to give back and hope that others will be inspired to consider sharing a special day with HCA too."

"We are thankful for Jade's support in our campaign, as we aim to cultivate a pay-it-forward culture internally and externally," says Ms Karen Lee, Chief Executive Officer of HCA. "All of our services are provided at no charge, and along with the Ministry of Health's workplan to scale up end-of-life care in the community, our operating expenditure is expected to skyrocket over the next few years."

"We believe in the power of the community – it truly takes a village to care for patients at the end of life, as well as their families."

### **Meaningful Celebrations**

Jade is no stranger to playing her part for charity. Over the years, she has been an avid supporter of healthcare and eldercare causes, lending her time and efforts in distributing food and organising meals for seniors in homes.

It was, however, a fortuitous encounter 20 years ago, that inspired Jade to gift her birthday to HCA. "I remember attending a friend's birthday party when I was younger," she shares. "She had asked for donations to a charity, in place of gifts."

"It wasn't something I had thought about doing then, but now, I strongly believe that celebrations can be made more meaningful."

"I hope that my humble efforts can be the catalyst of a bigger movement, and I would like to encourage others – be it celebrities or individuals from different walks of life – to consider gifting their special day to HCA too."



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**ABOUT HCA HOSPICE**

HCA Hospice (HCA) is Singapore's largest home hospice provider and we are a registered charity since 1989. The organisation provides comfort and support to patients with life-limiting illnesses regardless of age, religion, ethnicity, nationality and financial status.

All of HCA's services are provided at no charge, serving about 3,600 patients annually. HCA's core service – home hospice care – provides medical care for patients, as well as psychosocial support for patients and caregivers. A 24/7 hotline ensures help is available round-the-clock.

HCA is also an NCSS Centre of Specialisation for palliative care, and conducts palliative care training for its patients' caregivers. Its other services and programmes include day hospice care, paediatric palliative care (Star PALS), bereavement support and outreach programmes such as the Young Caregivers Programme (yCG).

Find out more at [www.hca.org.sg](http://www.hca.org.sg).