

# #3MMOVES



## Facts and Figures of 3M Moves @ South East 2020:

- Ran for **two months**, from 4 September to 4 November 2020
- Exceeded 10 times our target of **5,000 hours** of exercise collectively from the community
- Raised more than **\$110,000** worth of 3M household products

These were presented to over **3,000** beneficiaries in the South East District. Each beneficiary received:

- Scotch-Brite® Multi-Purpose Non-Scratch Sponge
- Scotch-Brite® Heavy Duty Scrub Sponge
- Scotch-Brite® High Performance Kitchen Cloth
- Scotch-Brite™ Latex Mop
- Scotch-Brite™ Latex Mop Refill

Over **150** Facebook and Instagram posts with the hashtag #3MMoves showcased residents doing everything from Zumba to callisthenics



Results of the 3M Moves @ South East event taken from the SECD Contact magazine January – April 2021

SE BUZZ



## WORKING UP A VIRTUAL SWEAT

A 20-minute workout, be it at home or the park, is all it takes to do good for the community, that's what participants of 3M Moves @ South East 2020 discovered.

**THE 20-MINUTE WORKOUT** is a useful one to remember when starting your fitness journey. After all, finding time to exercise in today's hectic world can be a challenge. But just setting aside 20 minutes a day to work up a sweat can do your body and mind wonders. And that is not all: exercising for a third of an hour can also help the community, as participants of 3M Moves @ South East 2020 discovered.

Formerly known as the 3M Step-Up Challenge @ South East, the initiative is jointly organised by global science company 3M and the South East CDC. The initiative, in its eighth year, encouraged residents to get moving for a good cause: for every 20 minutes of exercise clocked, 3M Singapore donated one 3M product to a beneficiary (see sidebar).

**DOING THEIR PART**  
To encourage participants to try new forms of exercise, organisers roped in gym partners F45 Training, Playa Labrador, Mobius, Innovate Fitness and community partner imPact @ Hong Lim Green to offer virtual fitness classes. Through these, participants could try their hands at classes as diverse as functional fitness, high-



intensity interval training and yoga. Classes were held virtually in light of COVID-19 safety measures but attendees quickly discovered that these were no less strenuous or energising than their in-person equivalents.

Mr Fahmi Aliman, Mayor of South East District, and Mr Kevin McGuigan, 3M Singapore, Managing Director, SEA Region and Country Leader, Singapore, enjoyed one such class at the curtain-raiser for last year's event on 4 September 2020. Other high-profile names who joined the cause include fitness influencers Roxanne Gan, Limran Agustina and Fiang Sheng Jun. Said Mr Fahmi, "The South East CDC has always enjoyed



a great partnership with 3M the past seven years, and in 2020 I am excited to join the campaign for the first time as a new Mayor of the South East District. Anyone can do their part for the community, and a 20-minute workout is easy and enjoyable for most people in the community. Many individuals and new partners such as International Business Machines (IBM) and WEWORK SINGAPORE also gave us their utmost support, making a significant contribution towards helping families and elderly in need." Mr McGuigan added, "This partnership with South East CDC nurtures volunteerism and inculcates a giving spirit here, and we are excited to be donating daily necessities that will help beneficiaries in their household needs."







"I'm grateful that so many Singaporeans have stepped up to help support the needy. When I am not at NTUC Health Day Centre for Seniors, I've to rely on my family at home due to mobility issues, and those 3M cleaning products will make it more convenient for my family to clean the house."

**WE ALL BUILT. 62**



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Since 2013, the annual challenge has inspired over **200,000** people to exercise. Such efforts have provided products for **22,700** beneficiaries.

08 CONTACT SOUTH EAST

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