



Ya Kun Kaya Toast  
Coffee stall since 1944

7 February 2022

## AGENCY FOR INTEGRATED CARE TIES UP WITH YA KUN KAYA TOAST TO RECOGNISE CAREGIVERS FOR THEIR EFFORTS



The Agency for Integrated Care (AIC) has tied up with Ya Kun Kaya Toast to encourage the public to treat a caregiver they know to a cup of coffee under their *Give a Cuppa Care* movement. This movement reminds caregivers, referred to those who are caring for their loved ones at home, to care of themselves and take breaks so that they can go the distance in caregiving.

2. From 7 February to 6 March 2022, members of the public can send a regular cup of hot coffee or tea to a caregiver they know through the Ya Kun Kaya Toast mobile application. Priced at \$1.80 per cup, caregivers can redeem their beverage at all Ya Kun Kaya Toast outlets except at all Changi Airport Terminal outlets, Takashimaya and Shell @ Jalan Ahmad Ibrahim.

3. Members of the public can also show their support for caregivers by redeeming a limited edition pin badge at participating Ya Kun Kaya Toast outlets (refer to [Annex](#)

A for the list of outlets). One design will be released each week for redemption, with a total of four designs to collect<sup>1</sup>. To redeem, simply buy a meal at any participating Ya Kun Kaya Toast store and show the corresponding AIC social media post on Facebook ([fb.com/aicsingapore](https://fb.com/aicsingapore)). Members of the public can give it to someone who would appreciate this pick-me-up, or simply wear it to show their support for caregivers. These caregiver pin badges are designed by Artably, a social enterprise which aims to build a more inclusive creative community through art and design.



4. “As the Heart of Care, AIC supports caregivers by connecting them to financial support, training, respite care and other resources so that they can better care for themselves and their loved ones. Caregiving is a long journey, and we want to remind

<sup>1</sup> For more creative assets for the pin badges and collaboration, visit [tinyurl.com/AICxYaKun](https://tinyurl.com/AICxYaKun). All images are to be credited to **Agency for Integrated Care**.

caregivers that it is important to care for themselves so that they can go the distance. Through this collaboration with Ya Kun Kaya Toast, we hope that members of the public can also care for the caregivers around them,” said Mr Tan Kwang Cheak, Chief Executive Officer of AIC.

5. “We are very glad to be a part of this collaboration. What started as an initial discussion has blossomed into a multi-angled partnership supporting and appreciating the quiet perseverance of caregivers. We hope that this little gesture of ours will encourage them even more,” said Mr Jeshar Loi, Director, Branding and Market Development of Ya Kun International Pte Ltd.

6. To find out more about caregiving and the support available, visit [www.aic.sg/caregiving](http://www.aic.sg/caregiving) or call the AIC Hotline at 1800-650-6060.

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### **Media contact and queries**

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### **About the Agency for Integrated Care**

The Agency for Integrated Care (AIC) aims to create a vibrant care community for people to live well and age gracefully. AIC coordinates and supports efforts in integrating care to achieve the best care outcomes for our clients. We reach out to caregivers and seniors with information on staying active and ageing well, and connect people to services they need. We support stakeholders in their efforts to raise the quality of care, and also work with health and social care partners to provide services for the ageing population. Our work in the community brings care services and information closer to those in need. For more about us, please visit [www.aic.sg](http://www.aic.sg).

## **Annex A – List of participating Ya Kun Kaya Toast outlets**

A total of 40 Ya Kun Kaya Toast outlets will be participating in this collaboration. They are:

1. 100AM
2. Beach Road
3. Bedok Mall
4. Bugis Junction
5. Canberra Plaza
6. Causeway Point
7. Century Square
8. City Square Mall
9. Compass One
10. Downtown East
11. East Point Mall
12. Fraser Tower
13. Funan Mall
14. Great World City
15. HDB Hub Toa Payoh
16. Hillion Mall
17. Holland Piazza
18. Junction 8
19. Jurong Point
20. Kampong Admiralty
21. Heartland Mall - Kovan
22. Lot One
23. NEX
24. Northpoint City
25. Oasis Terraces
26. Parkway Parade
27. Paya Lebar Square
28. People's Park Centre
29. SAFRA Toa Payoh
30. Seletar Mall
31. Singapore Management University (SMU)
32. Sun Plaza
33. Tekka Place
34. Thomson Plaza
35. Tiong Bahru Plaza
36. United Square
37. Waterway Point
38. West Mall
39. White Sands
40. YewTee Point