

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 4 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. 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://www.facebook.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.

Ya Kun Kaya Toast × aic Agency for Integrated Care × Artably

WHILE STOCKS LAST!

Ya Kun and the Agency for Integrated Care have produced a set of limited-edition pin badges to shoutout words of encouragement to all the caregivers. Now you can wear your support for caregivers, or give it to someone who'd appreciate this pick-me-up!

**WEEK 1**  
7 FEB – 13 FEB

**WEEK 2**  
14 FEB – 20 FEB

**WEEK 3**  
21 FEB – 27 FEB

**WEEK 4**  
28 FEB – 6 MAR

**COLLECT ALL 4 DESIGNS!**

**HOW TO REDEEM YOUR FREE PIN?**

1. Purchase a meal from participating Ya Kun outlets
2. Flash #WeHeartCaregivers Facebook post
3. Get your FREE pin from the counter

**SCAN QR FOR POST**

@aic\_singapore @yakunkayatoastsg @artablyco

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 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 Jeshier 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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**For media queries, please contact:**

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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. ARTRA @ Redhill
3. Bedok Mall
4. Bugis Junction
5. Canberra Plaza
6. Causeway Point
7. Century Square
8. City Square Mall
9. Clementi Mall
10. Compass One
11. Downtown East
12. Fraser Tower
13. Great World City
14. HDB Hub Toa Payoh
15. Hillion Mall
16. Holland Piazza
17. IMM
18. J-Cube
19. JEM
20. Junction 8
21. Jurong Point
22. Kampong Admiralty
23. Heartland Mall - Kovan
24. Lot One
25. NEX
26. Ng Teng Fong General Hospital
27. Northpoint City
28. Oasis Terraces
29. Parkway Parade
30. People's Park Centre
31. SAFRA Toa Payoh
32. Seletar Mall
33. Sun Plaza
34. Tekka Place
35. Thomson Plaza
36. Tiong Bahru Plaza
37. United Square
38. Waterway Point
39. West Mall
40. YewTee Point