

## **PARTNER OF LABOUR MOVEMENT**

### **HyperLive Entertainment**

*Nominated by NTUC Care and Share*

HyperLive Entertainment has been a valued partner of the NTUC-U Care Fund. In 2021, HyperLive partnered with NTUC-U Care Fund to organise a virtual Getai Concert called 'All Stars e-Getai Charity Concert'. The event attracted over 100,000 online views and raised over \$200,000 for U Care Fund. The concert was the first-ever virtual fundraiser by a partner for NTUC-U Care Fund.

In 2022, HyperLive and U Care Fund continued the fundraising through two events, HyperLive x NTUC-U Care Fund Live Charity Bazaar and HyperLive x NTUC-U Care Fund Charity Esports Festival. The Live Charity Bazaar rode on the popularity of online buying amidst the COVID-19 pandemic. HyperLive gathered donors and sponsors for the event, where 100 per cent of the proceeds from the sale of items were channelled to the NTUC-U Care Fund. On the other hand, the Esports Festival aims to encourage youths to give back to society while doing something they enjoy. The Esports Festival was also the first event in Singapore to bring Esports and charity together. The Esports Festival and Live Charity Bazaar raised over \$200,000 for the NTUC-U Care Fund.

With HyperLive's support, Care and Share was able to share about the NTUC-U Care Fund, and garnered support from new and potential donors.