

Giordano Singapore Volunteer Team Participate in Coaching the Elderly to Use Smartphones

February 5, 2021, Singapore

A team of volunteers from Giordano Singapore recently took part in community event hosted by TOUCH Community Services, a not-for-profit charity organisation in Singapore (“Touch”).

Officially registered in 1992 and a member of the National Council of Social Service since 1994, Touch provides a number of essential support services to individuals from all religions and races, including children, youths, families, people with special and healthcare needs as well as the elderly.

This particular programme took place over two weeks in mid to late January 2021, where Giordano’s 20 strong volunteer team acted as Smart Phone Trainers, helping to coach the elderly to use smart phones based on lesson plans designed to customize the training catered to seniors’ pace.

“Our staff thoroughly enjoyed helping the seniors to learn how to use their digital devices to communicate and access online information while having fun together”, said Ms Evelyn Chong, Finance and Special Projects Manager of Giordano Singapore. She continued, *“These programmes have become especially critical for the elderly during the pandemic, with the increased dependence on online ordering and registration for various benefits and utilities, as well as contact tracing, and communication with loved ones via smart phones”.*

Ms Chong concluded: *“These campaigns are part of both our local and global corporate culture. The staff in Singapore came up with the idea themselves on the back of a genuine desire to help make a difference to their community”.*





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About Giordano:

Giordano is a leading international retailer of men's, women's and children's apparel under the brand names *Giordano*, *Giordano Ladies*, *Giordano Junior*, *BSX* and *Beau Monde*. Established in 1981, Giordano now operates over 2,100 stores and counters in Greater China, South Korea, Southeast Asia, Australia, India and the Middle East. Giordano is listed on the main board of Hong Kong Stock Exchange under stock code 709.