

For Immediate Release

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## Scoot Launches “Scoot With Heart” to Champion Meaningful Connections

- *Partnering local social service agencies to facilitate meaningful reunions*
  - *Connecting people and communities across Scoot’s network*

**Singapore** – Scoot, the low-cost subsidiary of Singapore Airlines (SIA), announces the launch of Scoot With Heart, a campaign that champions the value of human connections and facilitates meaningful reunions via travel.

Social isolation is on the rise due to geographical distance and the rise of digital media, which have reduced the need for face-to-face interactions. Scoot’s new campaign seeks to empower positive change in the communities across our network by enabling connections between people and encouraging meaningful conversations.

For the inaugural campaign, Scoot partnered The Smart Local and local social service agencies, Lions Befrienders and the Foreign Domestic Worker Association for Social Support and Training (FAST), to arrange heartwarming reunions for two families. The campaign was supported by Pelago, which sponsored on-ground activities for the families in Singapore, and Mercure, which sponsored one of the families’ hotel stay.

- Mr Wee Chin Choon is a centenarian who lives alone in Singapore apart from his relatives residing in his home country of Indonesia, having migrated to Singapore more than 80 years ago for work. Mr Wee had not seen his family since COVID-19 and missed them dearly. Scoot heard his story and flew his grandnieces over to reunite with him in person. The family spent quality time together, visited Gardens by the Bay and took some family photos together with a professional photographer.
- Ms Myrnamie Pelandas is a foreign domestic worker who came from the Philippines six years ago for work, together with her sister-in-law, Ms Jessa Catoto. Myrnamie left behind her husband and two daughters in hope of a better life for the whole family. To surprise Myrnamie and Jessa, Scoot flew Myrnamie's husband and her daughters to Singapore for a fun-filled reunion, complete with a day out at Universal Studios Singapore.

Scoot Director of Marketing, Communications, Marketing Partnerships and Loyalty, Ms Agatha Yap, said “Travel is more than just getting to a destination; it is about connecting cultures and people we love. Scoot With Heart is also more than just a marketing campaign; it is our way of encouraging the community to treasure the human connections they have in their lives. Whether it is making an effort to put your mobile phone aside at the dining table to have a genuine chat with a loved one, or to ring up a friend just to check-in and re-connect, we hope that this campaign sparks off such meaningful conversations once again.”

Scoot has also launched a dedicated microsite where individuals are invited to find out more about its Scoot With Heart campaign and share their own stories of connection, to help them reflect on their relationships and inspire others to do so as well. For more information about Scoot With Heart, please visit <https://flyscoot.com/en/scoot-with-heart>.

More information about the beneficiaries and their families and campaign partners and sponsors can be found in the Annex.

**Annex A:** Uncle Wee – Bonds That Last a Century

**Annex B:** Mie and Jessa – Hearts Connected Miles Apart

**Annex C:** Campaign - Partners and Sponsors

High-res images can be downloaded from this [link](#).

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## About Scoot

Scoot is the low-cost subsidiary of Singapore Airlines (SIA). Scoot took to the skies in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand for a new chapter of growth. To date, Scoot has carried over 74 million passengers, and has a fleet of over 50 aircraft, comprising widebody Boeing 787 Dreamliners and single-aisle Airbus A320 family aircraft. By 2024, Scoot plans to add the Embraer E190-E2 to its fleet. Scoot currently flies to 67 destinations across 15 countries and territories in Asia-Pacific, the Middle East and Europe.

Scoot is not your typical low-cost carrier (LCC). Scoot was the world's first LCC to attain the highest ratings at both the APEX Health Safety Audit powered by SimpliFlying and Skytrax COVID-19 Airline Safety Rating Audit in 2021 and attained IATA membership in 2022 for meeting global industry standards for safety in airline operations. As part of the SIA group, passengers on Scoot can earn and redeem KrisFlyer miles, enjoying more rewarding travel journeys and access to enhanced benefits.

Scoot provides a safe, reliable, quality and affordable travel experience with a unique attitude – Scootitude – a passion for travel, connecting people and cultures, and pushing boundaries, which drives it to continually innovate, strive for improvement and seek new opportunities.

For more information, visit [FlyScoot.com](https://flyscoot.com) or contact Scoot's Call Centre.

### Follow Scoot

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## Annex A: Uncle Wee – Bonds That Last a Century



*Mr Wee Chin Choon in his home*



*Mr Wee Chin Choon with his grandnieces Ely (left) and Esti (right)*

Meet Mr Wee Chin Choon, known to everyone as Uncle Wee, a sweet-natured 101-year-old gentleman who loves sharing the insights from his rich life experience that have shaped him into the person he is now.

Born and raised in Indonesia, Uncle Wee came to Singapore at the age of 18. Here, he worked tirelessly, found love, built a family, and raised two children. Now, 84 years later, he affectionately reminisces his early memories, his career, and the cherished relationships he cultivated over the years. He has a special fondness for his late wife and daughter who have since passed away.

Now living by himself in a modest 3-room flat in Queenstown that is adorned with sentimental photographs, calendars and artwork, Uncle Wee loves having guests over and eagerly sets out stools for them when they enter his home despite his limited mobility. Yet, amidst the warmth and camaraderie that he experiences spending time with his neighbours and befrienders, a yearning lingers – the desire to meet with his relatives from Indonesia.

When he learnt of the opportunity to reunite with his grandnieces, whom he holds exceptionally close, Uncle Wee lit up with joy. The possibility of speaking to them in person rather than over the phone and enjoying quality time together filled him with excitement.

Having lived over a century, Uncle Wee’s story imparts a timeless lesson: to cherish the important people in our lives without hesitation. His story serves as a gentle reminder that life is fleeting, and that true happiness lie in the bonds we forge with others.

## Annex B: Mie and Jessa – Hearts Connected Miles Apart



*Ms Myrnamie Pelandas (left) and Ms Jessa Catoto (right)*



*Ms Myrnamie Pelandas (left) showing a photo of her husband and daughters, and Ms Jessa Catoto (left) showing a photo with her son*



In 2018, Myrnamie Pelandas embarked on a tenacious journey when she left her home in the Philippines to start a new life as a foreign domestic worker (FDW) in Singapore.

While this decision was not easy for the now 38-year-old affectionately known as Mie, as it meant leaving her beloved daughters in the care of her husband, she knew that this would enable her to provide a better future for them and her other family members. Since then, she has not seen her husband and daughters in nearly six years, and has watched them hit important milestones from afar.

Despite the physical distance, Mie maintains a strong relationship with her family through phone and video calls. She also found solace in her sister-in-law, 29-year-old Jessa Catoto, who came to Singapore together with her to work as a FDW as well. Mie and Jessa share a special bond, and Jessa treats Mie's children like her own. During their time in Singapore, Mie and Jessa spend their precious off days together enjoying each other's company and reminiscing about their families back home.

Mie's story reflects the strength and unwavering love of mothers who make sacrifices for their children's wellbeing. Her journey reminds us that even when separated by distance, familial bonds remain strong and enduring. It demonstrates that love can overcome any obstacle, and is a powerful reminder that we do not need to wait for special occasions to spend with our loved ones.



## Annex C: Campaign Sponsors and Partners

### **In partnership with:**

#### Lions Befrienders

Established in 1995, Lions Befrienders Service Association (Singapore) [LBSA] is a voluntary welfare organisation dedicated to providing holistic care and support to help seniors age healthily in place with community participation, enabling them to enjoy purposeful and meaningful lives. Through the active involvement of some 1,500 regular volunteers, LBSA engages more than 7,800 seniors via a spectrum of integrated eldercare services catering to their social, emotional, mental, physical and spiritual needs. LBSA currently operates 10 Active Ageing Centres, two Community Case Management Services regions (East & West), two Senior Group Homes, Home Personal Care services, as well as a Befriending arm that reaches out to socially isolated seniors.



#### Foreign Domestic Worker Association for Social Support and Training

The Foreign Domestic Worker Association for Social Support and Training (FAST) is a social service agency that advocates and provide social support services, training, and work life balance activities for Migrant Domestic Workers (MDWs) in Singapore. Our charity was registered under the Charities Act on 11 December 2007. FAST is a full member of the NCSS since 1 July 2013. It received its IPC status on 1 December 2015. Since its inception, more than 35,000 training places have been taken up by MDWs annually in core skill courses and specialised and professional skill programmes, such as eldercare, infant care, computer skills, English, stress management, mental resilience, financial management and entrepreneurial skills.



### **Sponsored by:**

#### Pelago

Launched in 2021, Pelago is a travel experience platform by Singapore Airlines that connects flying passengers to at-destination experiences. Extending Singapore Airlines' experience from the skies to the ground, customers can expect the same trust and world class service quality with Pelago.



As a part of the Singapore Airlines family, travellers are able to earn or use their miles on every booking on Pelago. For more information, visit [www.pelago.co](http://www.pelago.co).

## Mercure Hotel

Step into a lush urban paradise just minutes from Singapore's iconic Orchard Road and UNESCO Heritage Site, Singapore Botanic Gardens. The tranquil and locally inspired 518 guests rooms are influenced by colonial black and white houses. Enjoy a cultural urban retreat in our 4-star hotel for business or leisure, with ergonomic work space, unlimited mobile internet access, state-of-the-art meeting facilities, a 24-hour gym, an infinity pool, a lap pool, a tennis court and 4 dining outlets.

Mercure Singapore on Stevens is a 4 star hotel located in a modern, bustling city - Singapore. Also known as the "Garden City", Singapore is covered with trees and tropical flora and fauna, making it one of the most pleasant cities to live and work in. The architectural design of Mercure Singapore on Stevens has subtle representations of Singapore's nature, culture and heritage - past and present.

Located on Stevens Road, Singapore's prime estate, the 4-star hotel is surrounded by lush greenery and within walking distance to UNESCO heritage site, Singapore Botanic Gardens and Asia's best shopping haven, Orchard Road.

**MERCURE**  
HOTEL  
SINGAPORE ON STEVENS