

50 Cents Coffee for Pioneer & Merdeka Generation

In a recent collaboration with coffee shop owners in Nee Soon South, the 50 Cents “Kopi-O Kosong” and “Teh-O Kosong” initiative was launched on July 2019. Merdeka and Pioneer Generations get to enjoy 50 Cents “Kopi-O Kosong” and “Teh-O Kosong” at all coffeeshops in Nee Soon South every Wednesday morning until noon. The promotion will be ongoing for a year till June 2020. A similar initiative was announced in April at about 100 coffee shops and foodcourts run by NTUC Foodfare and Kopitiam, but the Nee Soon South initiative is the first that involves privately owned coffee shops. Er. Dr. Lee Bee Wah was hoping that through this initiative, residents will be encouraged to exercise in the morning, hang out with fellow residents afterwards, and limit their sugar intake. Encouraging more social interaction is also part of Nee Soon South’s efforts towards a dementia-friendly town. Residents commented that this initiative would help them save money and control their sugar intake, especially for those with health conditions such as diabetes.



A picture taken after Ms Lee pasted the promotional flyer to encourage this initiative.



Residents from the Pioneer Generation gathering together enjoying their 50-cent drink.