

Genecoâ??s #ForestOfProsperity Campaign Celebrates Enduring Family Bonds and a Blossoming Sustainable Future this Chinese New Year

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In collaboration with Families for Life and the National Parks Boardâ??s registered charity and Institution of a Public Character (IPC), the Garden City Fund, Genecoâ??s #ForestOfProsperity Tree Planting Event gives 50 families the opportunity to celebrate the birth of their child by planting trees that symbolise growth and unity.

- As part of the initiative, Geneco will be donating S$15,000 to the Garden City Fund to support urban greening projects, aligning with the City in Nature vision.
- Now in its fourth year working with the Garden City Fund, Geneco introduces new red packets featuring artistic representations of trees, emphasizing their ecological and cultural importance to foster a deeper appreciation for Singaporeâ??s green heritage.
- The Used Red Packet Recycling campaign returns for its fifth year, with over 100 collection points across the island, supported by six new partners including Gardens by the Bay and Frasers Property.
- A pop-up event at Bugis Junction from January 13 to 19 will invite visitors to write their well-wishes on a prosperity tree and register for the #ForestOfProsperity Tree Planting Event.

Reunion, or å?¢å??, is a treasured custom during Chinese New Year, symbolizing family unity, togetherness, and prosperity. Trees, with their deep roots representing ancestral heritage and branches that span generations, serve as a perfect symbol for these lasting connections. Just like trees, families grow stronger through mutual support, embodying resilience and nurturing each other.

Inspired by this, **Geneco** introduces the **#ForestOfProsperity** campaign, celebrating the strength and spirit of families while reaffirming its commitment to **#PowerTheChange**. Building on previous successful campaigns like *Till the End of Time* and *#VoyageToProsperity*, this Chinese New Year initiative underscores the importance of family bonds as the foundation of societal well-being and a catalyst for positive change across generations.

In collaboration with like-minded partners such as **Families for Life** and the **National Parks Boardâ??s (NParks) Garden City Fund (GCF)**, Geneco will launch a series of impactful initiatives to not only honor family ties but also raise awareness of Singaporeâ??s rich botanical heritage.

A Tree for Tomorrow: Celebrating New Beginnings with the #ForestOfProsperity Tree Planting Event

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OneMillionTrees movement, Source: National Parks

The **#ForestOfProsperity Tree Planting** event aims to support NParksâ?? *OneMillionTrees* movement as part of its *City in Nature* vision, aligning with Singaporeâ??s **Green Plan 2030**. The event invites 50 families, alongside local celebrities like Tay Kewei, Kelly Latimer, and Xu Bin, to commemorate the birth of their child by planting a tree at a local park.

Families can sign up for this meaningful activity via the campaign website or at the **pop-up event at Bugis Junction**, where Genecoâ??s **#ForestOfProsperity** campaign comes to life with a prosperity tree for pledges and well-wishes. Participants will contribute to Singaporeâ??s green spaces, supporting the nationwide goal of planting one million trees over the next decade. Additionally, each family will receive a personalized certificate, commemorating both the birth of their child and their contribution to preserving the environment for future generations.

Alex Chan, Genecoâ??s Head of Brand, Communications, and Marketing, expressed: â??At Geneco, we believe meaningful change starts by nurturing strong roots, whether within families or the environment. Our **#ForestOfProsperity**campaign reflects our commitment to **#PowerTheChange**, using trees as symbols of strength, nurturing, and resilience.â?•

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He added, â??Weâ??re grateful for the collaboration with strategic partners like Families for Life and Garden City Fund, whose shared vision has helped us advance both social and environmental causes. Together, we celebrate the enduring bonds of family while promoting sustainability and inspiring communities to plant seeds for future generations.â?•

To further support national greening efforts, Geneco will donate **S$15,000** to the **Garden City Fund**, continuing its commitment to planting 450 trees over five years. This contribution underscores Genecoâ??s dedication to creating a sustainable, vibrant city for future generations while enhancing Singaporeâ??s green spaces.

Mr. Ishak Ismail, Chairman of the **Families for Life Council**, shared, â??Our partnership with Geneco on the **#ForestOfProsperity** campaign reflects our shared dedication to strengthening family bonds and nurturing thriving communities. We believe that families are the cornerstone of society, and initiatives like this help to highlight the enduring connections that unite us all.â?•

4th Year with Garden City Fund: Launching Timeless Red Packets to Honor Singaporeâ??s Green Heritage



2025 marks Genecoâ??s fourth year partnering with **Garden City Fund** (GCF) to promote Singaporeâ??s green spaces and raise awareness of the importance of preserving the nationâ??s natural heritage. To symbolize the strength and unity of families, Geneco will introduce a new series of red packets inspired by Singaporeâ??s lush greenery. These designs feature natural tones and gold accents, representing the unique varieties of trees in Singapore. Crafted from 100% recycled paper, each packet also highlights lesser-known aspects of the countryâ??s towering evergreens, reinforcing the connection between nature and community.

Pledge for a Greener Tomorrow: Visit the #ForestOfProsperity Pop-Up at Bugis Junction



The **#ForestOfProsperity** initiative will be showcased at a pop-up event at Bugis Junction from January 13 to 19, open daily from 10 am to 10 pm. A central feature of the installation is a 2.2-meter prosperity tree made from 100% recyclable, reusable, and FSC-certified cardboard. Visitors can pledge their support by hanging well-wishes on the tree. Additionally, attendees can submit their pledges online via the **#ForestOfProsperity** campaign site, with a chance to win exclusive prizes such as **S$100 eCapitaVouchers**, limited-edition **Families for Life DIY Craft Kits**, exclusive **Geneco Red Packet sets**, and **Green Starter Kits** worth S$40.

- *Note: The exclusive Geneco Red Packet sets and Green Starter Kits will be limited to the first 50 visitors who make a pledge and write a well-wish on January 18 and 19, between 3 pm and 6 pm.*
- *Five winners will be selected from both online and offline pledges to receive a **S$100 eCapitaVoucher**.*

Visitors will also have the opportunity to register for the **#ForestOfProsperity Tree Planting** event at the pop-up, supporting Singaporeâ??s lush green canopies while fostering stronger family bonds and a sustainable, eco-friendly future.

A Brand-New Lease of Life: 5th Annual Used Red Packet Recycling Reaches New Heights



The **#ForestOfProsperity** campaign marks the return of Genecoâ??s annual **Used Red Packet Recycling Initiative**, now in its 5th year. Since 2021, the initiative has grown significantly, with 410kg of red packets collected and recycled in its first year. In 2024, it reached an impressive 3,037kg of red packets recycled. This year, the campaign expands even further, with over 100 collection points islandwide, thanks to continued partners like **IUIGA**, **OTO**, **REFASH**, **Wisma Atria**, **CapitaLand**, and **PAP Town Council**, along with new partners including **Gardens by the Bay**, **ION Orchard**, **Frasers Property**, **Harbourfront Centre**, **National University Hospital**, and **Ng Teng Fong General Hospital**. This expansion makes it easier for the public to drop off used or excess red packets, promoting sustainability and waste reduction.

The **#ForestOfProsperity** campaign beautifully blends family, nature, and sustainability, offering a fresh perspective on how traditions can inspire progress. From celebrating new beginnings with tree planting to turning red packets into symbols of environmental action, the initiative encourages Singaporeans to embrace meaningful traditions that create lasting impact. Through its partnerships with communities and advocacy for conservation, Geneco is driving a collective journey toward a greener, more harmonious future. Every tree planted and red packet recycled symbolizes the enduring roots of family and the promise of a sustainable tomorrow.

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For more information on **Genecoâ??s #ForestOfProsperity** initiative and to find the full list of collection sites, visit **www.forestofprosperity.sg**.

Source: Just Do Green

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