

Stomp Goody Bag Campaign

Inspiring public spiritedness

- **Stomp Goody Bag Campaign** launched in May 2017 to promote public spiritedness in the community
- Stomp Goody Bags are given to **everyday heroes** for their random acts of kindness
- Aim is to foster a **positive community**
- We publish their stories to inspire others to do good



Stomp Goody Bags for Certis CISCO officers who helped stranded cabby along Geylang Rd



Jeremy Teo

Posted on 26 August 2017 | 1,760 views | 10 comments

Read the full story here:
<http://bit.ly/2DPOgd9>

Stomp talks to man whose \$2,000 tip made waitress cry: "It's not about being rich"



Cherlynn Ng

Posted on 15 November 2017 | 29,225 views | 103 comments

Read the full story here:
<http://bit.ly/2zIXms4>

Real heroes don't wear capes

- The **Stomp Goody Bag heroes** come in all shapes and sizes



Remember uncle who gave free vegetables to CCK residents? Stomp thanks him with our Goody Bag



Posted on 05 July 2017 | 2,889 views | 16 comments

Man who saved sleeping guy receives Stomp 'Goody Bag': Not the first time he has stepped up in public



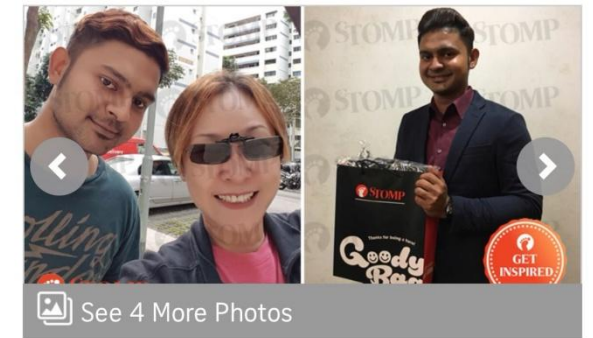
Posted on 26 May 2017 | 6,243 views | 24 comments

Shopkeeper presented with Stomp Goody Bag for helping wheelchair-bound elderly uncle up stairs



Posted on 21 July 2017 | 862 views | 2 comments

Never expect anything in return when helping others, says kind man who returned Grab driver's wallet



Posted on 15 July 2017 | 1,599 views | 2 comments

Honouring good service

- We believe that customers service staff who go **the extra mile** deserve a pat on the back...and a Stomp Goody Bag



Stomp gives 'Goody Bags' to SMRT staff at Commonwealth station for helping blind woman on her daily commute



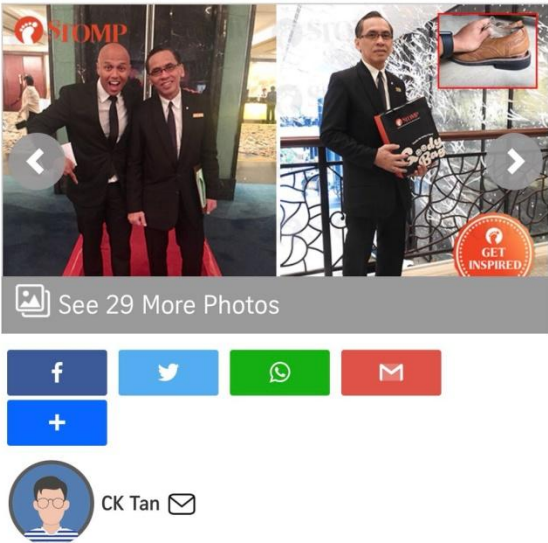
Posted on 28 May 2017 | 2,072 views | 6 comments

One-legged UberEATS rider receives Stomp Goody Bag for being an inspiration



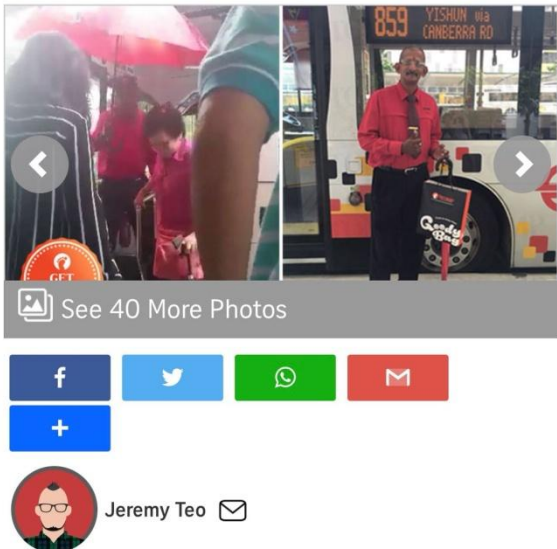
Posted on 19 December 2017 | 3,026 views | 16 comments

One FM DJ meets his Prince Charming when his shoe sole comes off just before event at Shangri-La



Posted on 18 November 2017 | 7,101 views | 4 comments

Stomp presents SMRT bus captain with Goody Bag for sheltering passengers, discovers he's done more



Posted on 29 July 2017 | 2,354 views | 8 comments

Stomp Goody Bag stories create a ripple effect



- The **ripple effect**: The more Stomp Goody Bag stories we publish, the more positive stories about kind deeds we receive from the public

Stomp Goody Bag



One-legged UberEATS rider receives Stomp Goody Bag for being an inspiration

3,026 views | 16 comments



Man who helped injured motorcyclist: "It's just a natural instinct"

3,977 views | 8 comments



Stomp Goody Bags for Jurong West Sec students who helped old man who fainted and knocked his head...

2,511 views | 5 comments



Heroic Stomper Stone who helped multiple accident victims: "You don't have to be a genius..."

1,373 views | 5 comments

Read all our Stomp Goody Bag stories here: <http://bit.ly/2sro99y>

Stomp community joins in the search for Singapore's unsung heroes



- Readers answer our call to **help identify unsung heroes**



Singaporeans from all walks of life help old man who fainted and knocked his head on pillar at Boon Lay



Were you there? Stomp would like to give out **Stomp Goody Bags** to the good Samaritans who stopped to help this uncle. Kindly email us at stomp@stomp.com.sg or WhatsApp 9384 3761.

Heroes found within a day with our readers' help



Stomp Goody Bags for Jurong West Sec students who helped old man who fainted and knocked his head at Boon Lay



Farah Daley

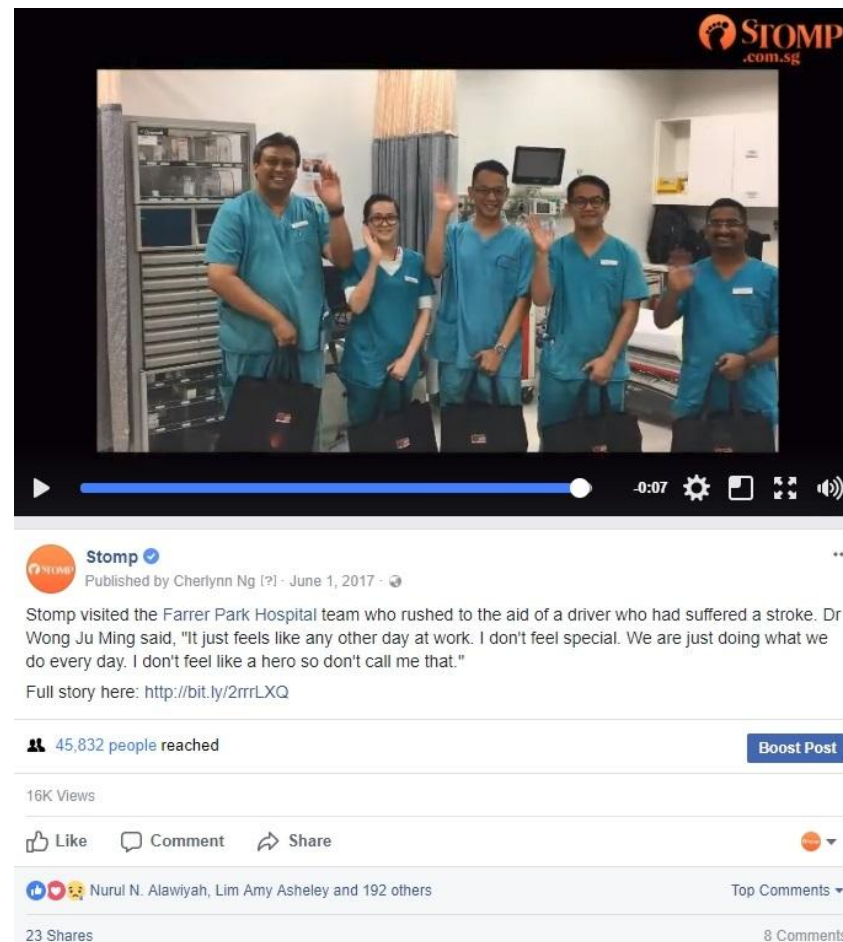
Posted on 23 November 2017 | 2,508 views | 5 comments

Read the full story here:

<http://bit.ly/2FTIJUI>

Positive feedback from the public

- Stomp Goody Bag heroes receive heartwarming **praises** from readers



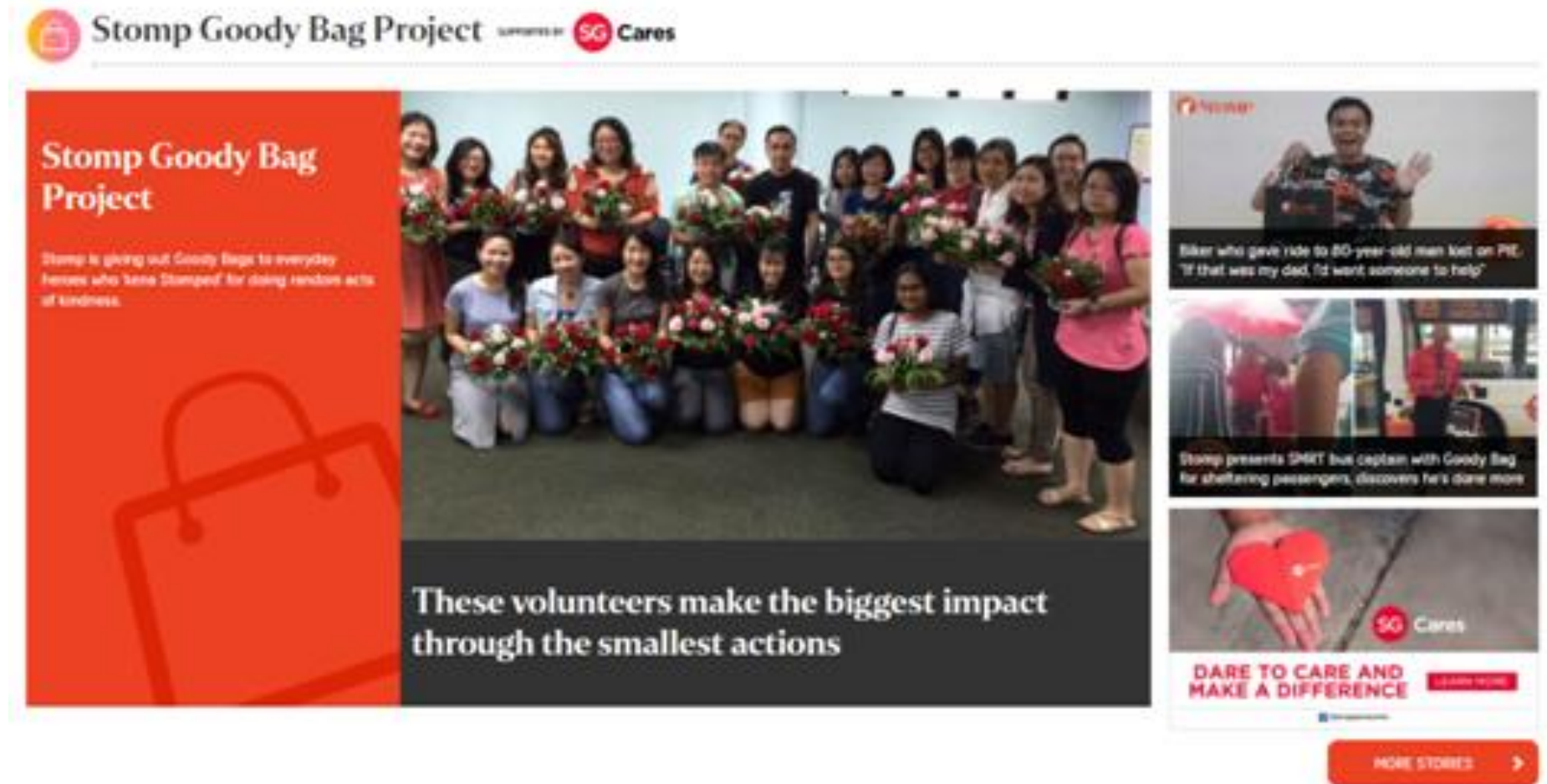
Watch the video here:

<http://bit.ly/2roAcVn>

Partnership with national volunteer organisation



- The National Volunteer and Philanthropy Centre (NVPC) sponsored the Stomp Goody Bag Campaign for their **SG Cares** initiative, which promotes volunteerism
- Campaign duration: 2 months
- Cost: \$16k



Read the full story here:
<http://bit.ly/2rnEXOL>

Read the full story here:
<http://bit.ly/2DvDQBx>

About Stomp



Stomp is Singapore Press Holdings' citizen journalism website. Stomp receives daily news and views from members of the public about hyperlocal issues that are close to their hearts.

Stomp's deep engagement with these citizen journalists, who refer to themselves as Stompers, is key to its success. The website also works closely with the authorities to address issues raised by its citizen journalists.

Visit Stomp to find out more: <http://stomp.straitstimes.com/>

Audience

Unique Visitors: 3.8 million monthly

Page Views: 37 million monthly

Facebook: 577,000 Likes

Twitter: 258,000 followers

WhatsApp: 5,300 subscribers

