

**Zero Effort, Double Impact:  
Culina's Customers can Purchase with Purpose™ with Mastercard®**

*Singapore, August 2016* - Customers of [Culina](#) Bistro and Gourmet Boutique can make a difference through the simple gesture of paying with a [Mastercard](#) card.

Through the [Purchase with Purpose](#) initiative, Culina and Mastercard are partnering with Mastercard and the Singapore National Paralympic Council, to support the nation's para athletes as they fly the Singapore flag at the Rio 2016 Paralympic Games from 7th to 18th September. Customers who pay with Mastercard from 1<sup>st</sup> August to 30<sup>th</sup> September will also receive a 10 percent discount voucher for their next visit to Culina Dempsey (terms and conditions apply).

“Since 2012, Culina and Mastercard have partnered through Purchase with Purpose to encourage talent development amongst less-privileged communities. This year, we are delighted to support sporting excellence as Singapore's national para-athletes compete in Rio,” said Leelyne Yeo, General Manager, Culina Singapore.

Purchase with Purpose is also active at organic retailer, [SuperNature](#), and selected stores at luxury fashion retailer, [Club 21](#). This regional initiative from Club 21 and affiliated companies runs across seven countries, whose local community partners include [The Social Studio](#) (Australia), [Hong Kong Women Development Association](#), [Yayasan Mitra Mandiri Indonesia](#), [Shelter Home](#) (Malaysia), [Garden of Hope Foundation](#) (Taiwan), [Yuvabadhana Foundation](#) (Thailand) and [Singapore National Paralympic Council](#). To date, the five-year Mastercard collaboration has benefitted more than 16,000 women and youth. Programmes supported include scholarships for vocational studies and training, funding for counselling services, employability and design workshops, mentoring and career guidance.

“Mastercard is committed to building more inclusive communities, and our partnership with the Singapore National Paralympic Council is a step forward in that direction. We're honored to support Singapore's para athletes as they compete in the Rio 2016 Paralympic Games. Our latest survey on charitable giving shows that Singaporeans view social responsibility as a key consideration when choosing merchants to buy from, and over a third are likely to pay more for a particular brand or product simply because a percentage of its cost is donated to a good cause. Through the Purchase with Purpose initiative, Mastercard cardholders can make a meaningful difference to Singapore's para athletes when they dine at Culina,” says [Georgette Tan, Group Head, Communications, Asia Pacific, Mastercard](#).

## About Culina

Established in 1994, and part of the COMO Group since 2012, Culina is Singapore's leading food and beverage distributor, specialising in fine wines, fresh produce, premium cuts of meat and quality foods from Australia, New Zealand, France, Italy and beyond.

Culina's reputation for excellent sourcing abilities, competitive pricing, stellar after-sales service and prompt delivery underlies its position as the distributor of choice to leading hotels, restaurants and retail outlets in Singapore. On the retail front, Culina's independent gourmet flagship boutique - with its in-house butchery and cold delicatessen section - is dedicated to providing epicurean treats for cooking, eating and entertaining at home. Located at Dempsey Hill, it also houses a bistro-style restaurant where customers can sample the extensive fine food and wine offerings available at Culina. Culina also operates fourteen Culina-branded butcheries at FairPrice Finest supermarkets across Singapore.

## Mastercard Purchase with Purpose™

A key component of Mastercard's social responsibility and citizenship efforts across Asia Pacific is Mastercard Purchase with Purpose™. Based on the concept of transactional philanthropy, it is at the heart of a drive by Mastercard to encourage responsible spending while making a difference in someone else's life. Mastercard Purchase with Purpose initiatives involve cardholders in the company's efforts to give back to the community whenever they use their Mastercard cards. More information on Mastercard Purchase with Purpose in the region is available at <http://www.mastercard.com/sea/consumer/purchase-with-a-purpose.html>

## About Mastercard

Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard's products and solutions make everyday commerce activities - such as shopping, traveling, running a business and managing finances - easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardAP](https://twitter.com/MastercardAP) and [@MastercardNews](https://twitter.com/MastercardNews), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

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DOUBLE  
IMPACT





Team Singapore Flag Presentation. Photo Credit: Sport Singapore.



Yip Pin Xiu, Swimming. Photo Credit: Sport Singapore.



Laurentia Tan, Equestrian. Photo Credit: Sport Singapore.