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NIelsen MEDIA INDEX 2011

# herworld

MAY 2012 \$6 SINGAPORE

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MAGAZINE OF THE YEAR AND  
WOMEN'S MAGAZINE OF THE YEAR  
MARKETING MAGAZINE 2011

## MAKE YOUR BOSS REALLY LOVE YOU

Hint: Watch  
who you  
lunch with!

***Shocking!***

***"Doc, I want  
a V-job"***

***Why more  
S'pore women  
are prettifying  
their privates***

**70  
BEAUTY  
MUST-BUYS  
UNDER \$35**

*"I've been  
dateless for  
over a year  
& I'm happy"*  
REBECCA LIM

**YOUR  
HIGH  
STREET  
ISSUE  
UPSIZED**

**FASHION  
STARS  
BELOW 25**

**Stylish, successful  
and in S'pore...  
read about  
them here first**

**246 DRESSES, SHOES, BAGS...  
ALL \$300 AND BELOW**

**+ 15 WAYS TO ROCK FLORAL PANTS,  
METALLIC TOPS AND MORE**





# THEY'RE DARING DO-GOODERS

**ZARELDA MARIE GOH** finds out how paying it forward has changed these women's lives.

**T**hey've run gruelling marathons, cycled across rugged terrain and climbed Mount Kilimanjaro, Africa's highest peak at 5,895m. By pledging their pains for good causes, the four founders of Singapore-based non-profit group The Chain Reaction Project (TCRP) have raised \$120,000 in the past three years to help needy women and children in Timor-Leste and Tanzania. They founded TCRP in 2009, after riding as a team in a mountain bike race in Timor-Leste to raise money for a malnutrition rehabilitation centre there. Now, they encourage like-minded do-gooders to join them on their "adventures". Next up: scaling Mount Apo – the Philippines' tallest mountain at 2,954m – to raise funds for an anti-human trafficking group there.

## SHE'S TOTALLY COMMITTED

**Jasmine Wong** (above left), 36, TCRP director and a senior manager in the public sector

"Before joining TCRP, I'd run two ultra-marathons to raise money for good causes and gone on crisis relief missions to Pakistan and Sri Lanka to help earthquake and civil war victims. I felt I was 'doing good' and didn't need to commit to one cause. But since our first race in Timor-Leste, I've supported TCRP fully. I really believe we're making a difference in the lives of women and children in developing areas."

## SHE'S LEARNED TO PERSEVERE

**Alexandra Toh**, 26, TCRP director and a part-time spinning instructor

"TCRP's 'adventures' have pushed me out of my comfort zone as I've endured rough conditions and overcome physical challenges like running marathons and trekking up Mount Kilimanjaro for eight to nine hours. Such experiences have taught me not to give up when the going gets tough."

## SHE LOOKS FOR WAYS TO MAKE A DIFFERENCE

**Zhang Tingjun**, 29, TCRP director and a freelance emcee

"I hosted a TV show on the recent OCBC Cycle Singapore. There, I chatted with a visually impaired man who was thrilled to be able to ride – he was riding tandem with someone who can see. He told me about a local biking organisation that ropes in people to cycle with the visually impaired, but the initiative is really low-key. TCRP's volunteers would love to support that cause."



## SHE ZEROES IN ON PEOPLE

**Anina Boshoff**, 37, TCRP legal adviser and a banking and finance director based in South Africa

"To me, giving time to the people I'm trying to help is as important as giving money. I remember when we visited the Amani Children's Home in Tanzania in February 2011 and spent time with the kids there. One disabled boy, whose parents had chained him to a pole for years before he was rescued, couldn't take part in the activities we'd organised, but he seemed to be happy just watching and interacting with us."

For more information on TCRP and how you can help, go to [www.thechainreactionproject.com](http://www.thechainreactionproject.com).