

**EMBARGOED UNTIL 1 JANUARY 2021, 5.00AM**



## **MEDIA RELEASE**

### **AMP Kick Starts 30<sup>th</sup> Anniversary Celebrations by Unveiling New Logo and New Donation Portal – [ampdonate.sg](http://ampdonate.sg)**

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1. AMP Singapore has unveiled its new logo commemorating its 30<sup>th</sup> anniversary this year, marking a milestone in its journey over the last three decades. The new logo reflects the modern and progressive outlook that is characteristic of AMP and represents a rejuvenated and refreshed AMP poised for growth in its service to the Singapore Muslim community and beyond. This is the first time that the AMP logo has been redesigned in 30 years.
2. “The new AMP logo embodies a modern look that reflects how the organisation is forward-thinking, while the colour gradient from grey to purple represents our progress over the years,” said Ms Zarina Yusof, Acting Executive Director of AMP. “The new logo is the concluding phase of our rebranding exercise which began in January 2019 when we rebranded from Association of Muslim Professionals to AMP Singapore to mark our move towards serving not just the Muslim community but also to ensure that our impact and responsibility are towards all communities and our collective future together,” she added.

3. AMP will also be introducing a slew of initiatives to mark this significant anniversary, starting with a centralised fund raising portal – **ampdonate.sg**. The new digital platform offers convenience to donors who wish to make donations online to support the various programmes and services run by AMP, with real-time updates on funds collected for ongoing campaigns. Donations can be made through credit and debit cards, PayNow, online banking and Giro. The new portal is aimed at supporting AMP in achieving its fund raising target of \$2.6 million this year in order to meet the needs of the clients under its care.

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