

## Press Release (Immediate)

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### Rebranding of SCORE as Yellow Ribbon Singapore

20 Apr 2020

The Singapore Corporation of Rehabilitative Enterprises (SCORE), a statutory board under the Ministry of Home Affairs (MHA), will be rebranded as Yellow Ribbon Singapore (YRSG) with effect from 1 May 2020.

#### History of SCORE

2. SCORE was established on 1 April 1976 to provide inmates with vocational and skills training, and to assist them in securing jobs after release, to aid their reintegration into society. Over the years, SCORE's role has expanded to include providing rehabilitative and aftercare support and services to inmates and ex-offenders.

3. SCORE collaborates closely with 7,000 partners across the private, public and people sectors to help ex-offenders rebuild their lives through training, employment assistance and engagement with the community, such as through the Yellow Ribbon Project (YRP). Since its inception, SCORE has provided training for more than 200,000 inmates, helped over 100,000 ex-offenders secure jobs, and extended assistance through reintegration programmes and social support services to over 50,000 ex-offenders and their families. Through the YRP, SCORE has also galvanised wide community support and acceptance of ex-offenders.

#### Rebranding of SCORE to YRSG

4. SCORE aims to do more to help ex-offenders rebuild their lives. The term "Yellow Ribbon" has become synonymous with second chances for reformed ex-offenders. The rebranding of SCORE to YRSG will strengthen its association in the public eye, with its mission to champion the reintegration of ex-offenders into society.

5. As part of this transformation, YRSG will be enhancing the career prospects of ex-offenders, by shifting from a training and job placement model to one that emphasises the deepening of skills for long-term career development. Among others, YRSG will pilot a new "TAP" (Train and Place) and Grow initiative to partner like-minded employers, trade associations, training institutions and community partners to set up training academies inside the prisons. This enables inmates to undergo industry-specific training to develop the requisite skills to facilitate their recruitment into relevant industries after their release. For example, SCORE has partnered the Singapore Precision Engineering and Technology

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Association and Mediacorp to set up precision engineering and media skills training academies respectively this year.

### **Beyond Second Chances**

6. With this rebranding, YRSG will adopt a new tagline – “Beyond Second Chances”. “This is the next bound for the Yellow Ribbon cause. A society where ex-offenders are actively paying it forward and giving back to the community is a more inclusive and cohesive society. Let us strive towards that,” said Mr Matthew Wee Yik Keong, Chief Executive Officer of YRSG.

7. Mrs Josephine Teo, Minister for Manpower and Second Minister for Home Affairs said, “The rebranding of SCORE as Yellow Ribbon Singapore will help it achieve its mission more effectively, to raise awareness, generate acceptance and inspire action for the reintegration of ex-offenders into society. For ex-offenders, what is important is not only acceptance from the community, but a sense of personal fulfillment in being able to contribute to their families’ well-being, through holding down a stable job. I am thankful to employers, companies and organisations which continue to support this noble cause of giving our ex-offenders a second chance in life, and in this way contribute to a more inclusive Singapore.”

### **New Logo and Tagline**



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### **About Yellow Ribbon Singapore**

Yellow Ribbon Singapore (YRSG) is a statutory board under the Ministry of Home Affairs. It was established on 1 April 1976 as the Singapore Corporation of Rehabilitative Enterprises (SCORE) and rebranded as YRSG on 1 May 2020.

YRSG adopts a multi-faceted approach to prepare ex-offenders for reintegration into the national workforce, which includes initiatives to help them develop skills and long-term

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careers through partnerships with industry, as well as initiatives to garner community support and acceptance of ex-offenders.

YRSG works with more than 7,000 like-minded partners. Our collective efforts have contributed to the low and stable recidivism rate in Singapore.

As the lead agency championing the reintegration of ex-offenders into society, YRSG will continue to advocate for ex-offenders, raise awareness of the challenges they face, and bring the private, public and people sectors together to help them.

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