

HOSPICE PATIENT FEATURED IN RECENT PUBLIC AWARENESS CAMPAIGN, MOHD ABDOOH, HAS PASSED AWAY

20 November 2006

1. The Singapore Hospice Council today announced the passing of Mr Mohammad Abdooh, aged 46 years, an advanced lung cancer patient under the care of HCA Hospice Care. Abdooh leaves behind his wife and four children aged 21, 20, 16 and 15 years from a previous marriage.
2. Abdooh was a key figure in the recent hospice public awareness campaign by The Singapore Hospice Council (SHC) and Lien Foundation. He was featured on the campaign's TV commercial and website, www.lifebeforedeath.org.sg. On the commercial, Abdooh invited viewers to witness his final journey in life as he shared his joys, fears and hopes online.
3. His candid sharing, generous spirit and grit as a hospice patient coping with end of life issues captured the hearts of many. On the video blog,

Abdooh revealed his fighting spirit and desire to show us the love and care extended to him and his family by the hospice during these trying times. Abdooh had said, "Truly in my heart, I love charity and want to help this project by sharing my story. Death is not something nice to talk about. Most people are scared about it, but everyone has to face it. We have to go on. I want to share about my sickness, pain and journey."

4. "We are saddened by Abdooh's demise," said Dr Seet Ai Mee, Chairman, Singapore Hospice Council "We are also deeply grateful to Abdooh and his family for his contribution to the hospice awareness campaign. He may have left us physically, but his legacy of encouragement and inspiration will live on in the hearts of many."

5. This was echoed by Mr Tham Khai Meng, Co-Chairman, Ogilvy & Mather Asia Pacific, the creative agency behind the campaign: "Abdooh was indeed a noble man who wanted to give back to society by sharing his knowledge with Singaporeans. His story touched the lives of many and we feel honoured to have worked with him. He bravely spoke about his illness that opened the door to a taboo subject that is often not spoken about in our society, reminding us not to isolate our stricken loved ones."

6. Also in the words of Elite Wee, one of the many who posted their response to Abdooh on the web, "Dear Mr Abdooh, by showing us how to deal with death, you have taught us how to live. I thank you for this legacy you have left us. It has reshaped my priorities in life. I pray that as you walk this journey, that the love you give and receive grows, your faith in God deepens, and the hope that the message you had for us [will] spread like an eagle on wings." The final two episodes of "*The Last Days of Mohammad Abdooh*", captured before Abdooh's death, will be posted online this week on www.lifebeforedeath.org.sg in memory of his life and contribution.

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About the Singapore Hospice Council

www.singaporehospice.org.sg

The Singapore Hospice Council (SHC) is an umbrella body incorporating all voluntary organisations actively providing hospice care in Singapore. The Council is committed to improving the lives of patients with serious life-threatening illness and to support their loved ones.

Members of SHC are: Assisi Home and Hospice, Bright Vision Hospital, Dover Park Hospice, HCA Hospice Care, Methodist Hospice Fellowship, Metta Hospice Care, Singapore Cancer Society, and St Joseph's Home and Hospice.

About the Lien Foundation

www.lienfoundation.org

The Lien Foundation was founded by Dr. Lien Ying Chow, an eminent Asian business leader, banker and hotelier. The Foundation pioneers new ground in philanthropy by investing in innovative solutions, convening strategic partnerships and catalyzing action on social and environmental challenges.

The Foundation seeks to enhance - educational opportunities for the disadvantaged and the development of nascent fields of studies; excellence in eldercare; and environmental sustainability in water and sanitation.

Annex

About the “Last Days of Mohammad Abdooh” www.lifebeforedeath.org.sg

A project commissioned by the Singapore Hospice Council and the Lien Foundation, “Last days of Mohammad Abdooh” aimed to provoke us into thinking about end of life issues, and to raise awareness and understanding of the needs of people living with life threatening illnesses and their families.

Filmed mostly in Mohammad’s home, this documentary consists of bi-monthly web episodes that chronicle Mohammad’s final journey, and reveals the amazing psyche of the resilient patient fighting his cancer, the tender love that underpins his life, and most of all, it shows us the other side of hospice we are oft times unaware of – the unconditional love and care that had been extended to Mohammad’s family during those trying times.

Mohammad had dedicated his last days to us, in the hope that his story will not only transcend all divide among humanity, but it is a story that will inspire us when life delivers a punch too many. Mohammad was an inspiration for the living, the grieving, and the dying. From Mohammad, we learn that we may never know how our story ends, but we know that love endures all the way to the end.