



“ He ain’t heavy,
He’s my brother ”

 **Boys' Town**
Blue Ribbon
Project

Boys' Town's “**Blue Ribbon Project**” is about making a difference in the lives of others. It serves to remind us of the importance of caring for one another, especially those in need. It inspires action through the awareness that we need not and should not wait for others to act, but that we ourselves hold the key to making the difference. Hence we can **Be The Difference**.

The colour Blue has always been symbolic to Boys' Town and its history. Our motto “He ain't heavy, He's my brother” epitomizes the spirit of the **Blue Ribbon Project**. It doesn't ask much of us to show a simple act of caring and we may not always know whose lives we've touched or improved. What is important is that we cared enough to **Be The Difference**.

Find out more on our website: www.boystown.org.sg

