

MEDIA RELEASE

International Strongman Jaden Laing marks an unforgettable Christmas for the children at the Campus of Hope with \$25,000 AUD

*26 December 2025
Apia, Samoa*

The Samoa Victim Support Group (SVSG) is deeply blessed to receive a generous donation of AUD \$25,000 from international strongman Mr Jaden Laing, presented on Christmas Day, in support of children under SVSG care at the Campus of Hope.

Mr Laing first visited Samoa in June to compete in the Strongman Competition. During his visit, he learned about the work of SVSG and made a personal visit to the Campus of Hope. Moved by the stories and resilience of the children, he donated \$10,000 tala, provided rugby and soccer balls, and treated the children to a McDonald's feast.

Inspired to do more, Mr Laing launched an online fundraising campaign through the GoFundMe platform, raising an impressive \$25,000 AUD in just five days. Together with his team, he also planned a series of Christmas activities to bring joy and celebration to the children.

On Christmas Eve, Mr Laing and his team hosted a fun day at the Campus of Hope, featuring jumping castles, games, pizza for lunch, and shared time playing with the children — spreading love, laughter, and joy. The children warmly referred to him as their very own Santa Claus.

Yesterday on Christmas Day, Mr Laing and his team formally presented the \$25,000 AUD cheque, distributed Christmas presents, and hosted a McDonald's feast for Christmas lunch. In appreciation, the children prepared heartfelt Christmas performances through singing and dancing.

Speaking on the occasion, SVSG President Siliniu Lina Chang said:

"Mr Jaden Laing's generosity is a powerful reminder that compassion knows no borders. His actions go beyond a donation — they restore hope, dignity, and joy to children who have endured unimaginable hardship. On behalf of SVSG and the children of the Campus of Hope, we thank him for answering a calling that truly reflects the spirit of Christmas."

Mr Laing shared that supporting the children was a calling he felt deeply, acknowledging the hardships they have endured and affirming that they deserve love, care, and opportunities for healing.

SVSG extends its heartfelt gratitude to Mr Jaden Laing and his team for their extraordinary generosity, commitment, and love shown to the children of the Campus of Hope this Christmas.

END

Ensuring that victims of crime and those in need are well supported to be safe and in control to restore their lives

2016: With and for Girls Award – Star Foundation of London

2017: Innovation & Excellence Team Award – Samoa Public Service

2018: Finalist, International Children's Peace Prize 2018 – Kids Right Foundation of Amsterdam, Netherlands

2018: Human Rights Champion in Samoa – UNESCO

2019: Innovation for Sustainable Development Award – Commonwealth Secretary-General

2020: Nominated Person(s) of the Year – Samoa Observer

2021: Outstanding Contributions to Human Rights Promotion & Protection – Samoa Office of the Ombudsman/NHRI

2023: Healthy Islands Best Proposal Award – World Health Organization

2026 Noble Peace Prize Nomination