

Press Release



FOR IMMEDIATE RELEASE



Marina Bay Sands ups the ante in annual charity festival

Sands for Singapore Charity Festival expands into 10-day celebration as it rolls out first-ever charity race ‘Play it Forward’ and more

Singapore (18 June 2015) – From 31 July to 9 August, Marina Bay Sands will roll out its biggest-ever Sands for Singapore Festival in a 10-day celebration packed with fun-filled activities to raise funds for over 80 local charities.

The amped up Festival, held for the third consecutive year, intersects with the Golden Jubilee weekend and will feature the integrated resort’s first-ever charity race *Play It Forward*.

The Festival will also see a record number of 25 community outreach events – including inviting members of the Pioneer Generation to watch The LKY musical for free – which is up from 18 events last year.

Marina Bay Sands Gives Back

To kick off the Festival, Marina Bay Sands will donate three days of proceeds from its popular attractions – the Sands SkyPark Observation Deck, ArtScience Museum, Sampan rides and Skating Rink – to Community Chest.

Racing for charity

Set to take place on 2 August, *Play It Forward* is a battle of wits and brawn, as teams race against time to complete different challenges taking place across Marina Bay Sands’ iconic attractions such as ArtScience Museum and Sands SkyPark. Teams will tackle a myriad of tasks, quizzes and games to win S\$50,000 cash, which will be donated to the winning team’s pre-selected charity. Participants can choose from the list of charities provided by Marina Bay Sands. (Annex A).

Play It Forward is open to members of the public aged 13 years and above, armed with tonnes of positive energy and the willingness to contribute a few hours on a Sunday morning to do their part for charity. Interested parties should form teams of six and share the reason why they should be chosen for this race. Marina Bay Sands is looking for up to 15 teams to participate. Registration begins today at <http://www.marinabaysands.com/sands-for-singapore.html> and will close on Sunday, 12 July.

Skills-based workshops and exclusive visits for beneficiaries

Throughout the festival period, Sands for Singapore volunteers will host a slew of activities for beneficiaries. Hospitality students from schools such as the Mountbatten Vocational School and APSN Delta Senior and Katong schools, as well as the APSN Centre for Adults will gain hands-on experience in flower arrangement and table setting, conducted by Marina Bay Sands Housekeeping and Banquet teams.

Beneficiaries from AMKFSC Community Services and Metta School will enjoy guided tours and creative workshops at *DreamWorks Animation: The Exhibition* and *The Deep* at ArtScience Museum.

Together with The Red Pencil Singapore, the integrated resort's volunteers will also conduct a special art therapy workshop for 100 beneficiaries from the Movement for the Intellectually Disabled of Singapore (MINDS).

An exclusive evening for Singapore's Pioneer Generation

On 6 August, Marina Bay Sands will create a special experience for the Pioneer Generation and their families through invitations to attend The LKY Musical for free. More details will be released later.

Beneficiaries to experience National Day Parade (NDP) from 200m above ground

50 very special guests will also have the opportunity to view Singapore's biggest birthday bash on 1 August and 9 August together with Marina Bay Sands' volunteers. A section of the Sands SkyPark observation deck will be reserved for beneficiaries of a selected charity, for them to experience the NDP fireworks and catch the action of the Red Lions, the Fly Past and more, from 200 metres above ground.

Fund-raising dinner for Association for People with Special Needs (APSN)

Sands Expo and Convention Centre

31 July 2015

\$600 per seat, or \$5,000 per table

Email galadinner@apsn.org.sg or phone +65 6479 6252

APSN works to equip persons with special needs through best practices in education, training and support services. This is the second year Marina Bay Sands is supporting this event and all funds will go towards the APSN's training, job placement and job support programme development for over 1,200 students in Singapore.

The evening will be a showcase of its students' talents in music and performing arts. This serves as a testimony of how far they have come in becoming well-rounded individuals who are active, contributing members of society. The evening also features *The Teng Ensemble*, a collective of visionary and award-winning Singaporean Chinese music instrumentalists who have come together to promote and provide for the outreach, education and awareness of Chinese instrumental music to the world.

"It is our privilege, once again, to partner Marina Bay Sands in our charity fundraising dinner this year. The generous proceeds from last year's fundraising event enabled us to continue funding our training and welfare programmes of our clients and students with special needs. Working closely with the integrated resort, we continue to empower our beneficiaries to lead independent and dignified lives in society. We hope to continue this meaningful and altruistic partnership with Marina Bay Sands in doing our part to make Singapore and our society a better place," said Mr Chan Chee Keong, President, Association for Persons with Special Needs.

Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats

Marina Bay Sands Event Plaza

7 August 2015, 7.30am to 11am

Donate \$10 and join the 4km fun walk

Register at comchest.sg/heartstrings

All are welcome to join in the carnival and community drumming

Marina Bay Sands and Community Chest will jointly organise the *Community Chest Heartstrings Walk 2015 – SG50 Community Heartbeats*, kick-starting Singapore's Golden Jubilee Weekend. The Guest-of-Honour will be Mr Teo Chee Hean, Deputy Prime Minister, Coordinating Minister for National Security and Minister for Home Affairs.

The charity fun walk will make the jubilee celebration a meaningful one for all including the disadvantaged groups. Marking SG50, a special drumming activity will see beneficiaries, corporate volunteers and the community creating rhythms that signify the heartbeat of a caring community.

There will also be a vertical marathon up 57 storeys of the Marina Bay Sands Hotel and a fun-filled carnival at the Event Plaza. All funds raised will go towards helping the 80 local charities that Community Chest supports. Every donation will be matched dollar-for-dollar by the Government under the Care & Share Movement, led by Community Chest.

Marina Bay Sands will be announcing more exciting events for Sands for Singapore Festival nearer to date.

Sands for Singapore Festival is conceptualised in 2013 to give back to the local community in exciting ways. Marina Bay Sands will leverage the uniqueness of its property to drive fund raising and mobilise its workforce to benefit local charities meaningfully.



About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com



Sands for Singapore, Marina Bay Sands' corporate social responsibility programme, is committed to helping Singapore in meaningful ways. By using our unique resources as well as mobilising our active volunteerism, we aim to create a positive difference in the lives of Singaporeans. Our designated charities, including Art Outreach Singapore, Association for Persons with Special Needs (APSN), Association for the Deaf (SADeaf), AMKFSC Community Services, BT Budding Artists Fund, Dyslexia Association of Singapore and ST School Pocket Money Fund have benefitted from our continuous support and engagement. Besides working with our designated charities, we further support beneficiaries including those related to youth and education.

For Media Enquiries

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Annex A – List of charities for *Play it Forward*

1. [Alzheimer's Disease Association](#)
2. [AMKFSC Community Services Ltd](#)
3. [Art Outreach Singapore](#)
4. [Asian Women's Welfare Association](#)
5. [Association for Persons with Special Needs](#)
6. [Boys' Town](#)
7. [Business Times Budding Artists Fund](#)
8. [Cerebral Palsy Alliance Singapore](#)
9. [Dyslexia Association of Singapore](#)
10. [Handicaps Welfare Association](#)
11. [Metta Welfare Association](#)
12. [Singapore Association for the Deaf](#)
13. [Singapore Association for the Visually Handicapped](#)
14. [Straits Times School Pocket Money Fund](#)
15. [Yellow Ribbon Fund](#)