

# Press Release



FOR IMMEDIATE RELEASE

## **Sands for Singapore Festival: Inspire the Future**

*Three-day charity event returns to Marina Bay Sands,  
benefiting charities and more*

**Singapore (21 May, 2014)** – Marina Bay Sands is organizing its property-wide Sands for Singapore Festival for the second consecutive year and calls upon fellow Singaporeans to join in the spirit of giving back to the community from 1-3 August 2014. Held just before the grand celebrations of Singapore's 49<sup>th</sup> birthday, the Sands for Singapore Festival is returning with bigger objectives this year.

With the theme "Inspire the Future", the 2014 edition will feature an exciting line up of events and activities spanning the entire property to support the fundraising efforts of different voluntary welfare organisations (VWOs) and causes that reaches out to thousands of beneficiaries. Corporates and individuals can join Marina Bay Sands in doing good by participating in diverse activities ranging from charity dinners, community walk, or putting in bids for one-of-a-kind pieces donated by celebrities or created by talented local artists.

At its inaugural festival in 2013, Marina Bay Sands helped its partners raise over \$3.6million through creative and collaborative events that utilized different facets of its property. The integrated resort hopes to exceed this amount in 2014 and extend its reach to even more Singaporean communities including those in arts, youth, special needs and elderly. With the government's announcement of a dollar-for-dollar matching grant for capability building for VWOs participating in the Care & Share Movement led by Community Chest this year, Marina Bay Sands hopes to enable Community Chest and VWOs to raise more money and make the Festival even more meaningful.

"Marina Bay Sands is dedicated to positively impact the community. Our first Sands for Singapore Festival was a huge success. This was made possible by the joint efforts between Marina Bay Sands, our partners and the generous contribution from the larger community. This year, we want to help our partners to not just meet, but hopefully exceed their fundraising goals, so that they can fully leverage the government's matching grant and build their capabilities to benefit more people," said George Tanasijevich, Chief Executive Officer and President of Marina Bay Sands.

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Taking the lead in corporate giving, the integrated resort will donate three days of proceeds, up from two last year, from ticket sales collected at the ArtScience Museum, the Sampan River, Sands SkyPark Observation Deck and the Skating Rink. The proceeds will go to Community Chest. Members of the public can help better the lives of underprivileged Singaporeans while enjoying their weekend at Marina Bay Sands.

Marina Bay Sands' esteemed partners – Business Times (BT) and the Association of Persons with Special Needs (APSN) are also organizing their own special events to help different beneficiaries. The **Business Times Dream Ball**, held on **1 August**, co-presented with Marina Bay Sands, will be held at the Sands Expo and Convention Centre. BT hopes to raise \$300,000 from this dance ball. Net proceeds will go to ChildAid 2014, which supports two charities, The Business Times Budding Artists Fund and The Straits Times School Pocket Money Fund. These two charities cater to children and youth from low income families.

"We are grateful to Marina Bay Sands for agreeing to sponsor this charity ball. Since 2012, Marina Bay Sands has been a big supporter of ChildAid, an annual charity concert organised by BT and The Straits Times. This December, Marina Bay Sands will once again be the venue partner of ChildAid 2014," said Alvin Tay, editor of BT and organising chairman of ChildAid.

**APSN's Fundraising Dinner on 2 August** aims to raise \$300,000 to benefit APSN students and clients with mild intellectual disabilities in their continued education to develop to their fullest potential. APSN was established since 1976 and runs four special schools and a Centre for Adults to provide education and vocational training for the mild intellectually disabled aged 7 years old onwards to adulthood.

Said Mr Chan Chee Keong, President, APSN, "We are grateful to Marina Bay Sands for stepping forward to help us in our efforts to provide education and training for our beneficiaries so that they may have the opportunity to lead dignified and independent lives."

Marina Bay Sands, together with long-time partner Community Chest, will jointly present the **ComChest Heartstrings Walk 2014 on 3 August**. This 4km, non-competitive walk around the Marina Bay will be flagged off by Guest-of-Honour, Mr Tharman Shanmugaratnam, Deputy Prime Minister and Minister for Finance. Two additional highlights include a call for the public to post "heart pledges"<sup>1</sup> through social media, as well as to support a special bazaar by VWOs selling handcrafted gifts by beneficiaries or enjoy handicraft making with them.

The integrated resort's only vertical marathon - **Race to the Sky** - will see corporate teams climbing up 57 levels of its hotel tower. Runners will end their vertical challenge with the spectacular view at the Sands SkyPark observation deck. The goal this year is to exceed that of

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<sup>1</sup> More details to be announced in the coming weeks

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\$1.35 million raised last year and attract more than last year's 7,000 participants. The funds raised at the event will support more than 80 charities which run around 200 critical social service programmes for over 300,000 people under the care of Community Chest.

"The Care & Share Movement aims to bring our nation together to show care and concern for those in need and recognise the contributions made by VWOs as we lead up to Singapore's 50<sup>th</sup> year of independence next year. The special call for 'heart pledges' and VWO bazaar to showcase and sell handcrafts made by beneficiaries are all ways to reach out to more people to be involved. Community Chest is privileged to be partnering Marina Bay Sands again in the Sands for Singapore Festival to show how collective efforts can impact the community," said Ms Ng Ling Ling, Managing Director, Community Chest.

More details on other creative events under the Sands for Singapore Festival will be announced in the coming weeks.

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## 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](http://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 the Singapore Association for the Deaf (SADeaf), BT Young Artists Budding Fund, ST School Pocket Money Fund, Association for Persons with Special Needs (APSN), WECARE Community Services and Art Outreach Singapore 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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