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MARINA BAY SANDS RAISED OVER S\$5.2 MILLION THROUGH 11TH SANDS FOR SINGAPORE CHARITY FESTIVAL

Themed 'Where Hearts Come Together', the Festival featured eight weeks of community engagements, an inaugural charity dessert box, and thousands of people making a collective difference over fundraising activities at Event Plaza



(from L to R): The opening ceremony of Sands for Singapore Charity Festival 2025 was officiated by Marina Bay Sands' Chief Customer Officer Jeremy Bach and Singaporean celebrity and Festival headliner Glenn Yong, together with ART:DIS Cajon Drummers and APSN Dancers; Marina Bay Sands' Team Members joined the wider community for the annual Community Chest Heartstrings Walk

Singapore (9 September 2025) – The 11th edition of Marina Bay Sands' signature charity event, Sands for Singapore Charity Festival 2025, has successfully concluded with over S\$5.2 million raised for local charities, bringing the total amount raised to more than S\$45 million since 2013.

Funds raised included donations towards local charities and non-profits, including APSN, ART:DIS, AWWA, Community Chest, Image Mission, Metta Welfare Association, SPD, The Food Bank Singapore, Touch Community Services and WE CARE Community Services. These organisations support persons with disabilities with vocational training for meaningful employment, empower disadvantaged women to gain economic independence, and offer counselling and treatment for individuals with addictions, among other meaningful causes.



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To commemorate the SG60 year of giving, the 11th Charity Festival – themed *Where Hearts Come Together* – lined up eight weeks of community engagements and creative fundraising activities, culminating in a weekend of local entertainment, gourmet pop-ups by Marina Bay Sands' signature restaurants and booths helmed by local non-profits and social enterprises raising funds for their own causes at the Event Plaza.

Highlights included Marina Bay Sands' inaugural charity dessert box, *The Sweet Collective*, which was a resounding success and well-received by the public and partners who stepped forward to make a difference for beneficiaries at APSN Centre for Adults. Through gameplay, *Play for a Cause*, Marina Bay Sands' first-ever life-sized digital game, raised over 1,000 food bundles to support The Food Bank Singapore.



(from L to R): Marina Bay Sands Team Members befriended seniors in sewing blankets and assembled 30,000 hygiene kits for vulnerable communities

Marina Bay Sands' Team Members participated in eight weeks of volunteering activities supporting a wide range of causes. These included befriending seniors on trishaw rides around Marina Bay with **Cycling Without Age**, sewing blankets with beneficiaries from **Singapore Red Cross**, donating 50 cartons of new art supplies to support art therapy programmes at 16 **MINDS** centres, and assembling 30,000 hygiene kits for vulnerable communities as part of the **Sands Cares Global Hygiene Kit Build** series. These efforts generated over 7,700 volunteer hours, lifting the total number of volunteering hours contributed by Team Members to more than 132,000 since the integrated resort's opening in 2010.

Mr. Paul Town, Chief Operating Officer at Marina Bay Sands, said: "We are deeply heartened by the generosity of the public and our Team Members in rallying behind meaningful causes through the Sands for Singapore Charity Festival. This strong show of collective support reflects the community's enduring compassion and our long-term commitment. As Singapore goes beyond SG60, Marina Bay Sands will continue to deepen our involvement

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in advancing social impact in Singapore through sustained philanthropic efforts and long-term community partnerships.”

Highlights from the Festival

Opening ceremony and complimentary entertainment by Singaporean artistes



(from L to R): ART:DIS Cajon Musicians performed “Roar” by Katy Perry; APSN student dancers premiered a brand-new street jazz choreography to “Shut Up and Dance” by WALK THE MOON

The Sands for Singapore Charity Festival opened with vibrant performances by ART:DIS Cajon Musicians and APSN Student Dancers on 5 September, setting an uplifting tone for the celebrations. Together with Marina Bay Sands’ Chief Customer Officer Jeremy Bach and Singaporean celebrity and Festival headliner Glenn Yong, the performers marked the Festival’s opening with a symbolic heart activation unlocking a sea of colourful lights representing hope and unity.



(from L to R): Singaporean celebrity Glenn Yong lights up the stage with a medley of songs; Glenn Yong surprised trainees at APSN Centre for Adults with a preview of The Sweet Collective charity dessert box

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Returning for his third Sands for Singapore Charity Festival, celebrity Glenn Yong took to the stage with a medley of songs, delighting the audience with the debut of an unreleased Mandarin track crafted as a karaoke-friendly anthem for fans to sing their hearts out, while conveying his belief in the healing power of music to bring people closer.

In the lead-up to the Festival, Glenn surprised trainees from APSN Centre for Adults and provided a preview of *The Sweet Collective*, Marina Bay Sands' inaugural charity dessert box that will channel all proceeds to support the Centre's vocational training programmes. The heartfelt interactions were captured in a [TikTok video](#) featured on Marina Bay Sands' Careers page, where Glenn asked about their traineeships, hobbies, and aspirations — while sharing his own journey toward becoming an actor.

"Being part of the Sands for Singapore Charity Festival is always a special experience. Sharing music with the public while supporting meaningful causes reminds me of the power we each have to uplift others. It's moments like these that stay with me and keep me grounded in what truly matters," shared Glenn, who made his acting debut in 2021 Channel 8 drama series *Live Your Dreams* (大大的梦想).



A wide array of entertainment was lined up to celebrate Singapore's art and culture scene (from L to R) from energising sets by Jive Talkin' at the main stage to a roving balloonist to engage all ages

Throughout the Festival, the public were treated to an energising line-up of entertainment from local bands **53A**, **Jive Talkin'** and **SuperSonic**, as well as roving entertainers such as a balloonist, caricature artist and Singaporean circus performer "Brylights". Together, they celebrate Singapore's unique art and culture scene while complementing the various fundraising activities at the Event Plaza.

Play for a Cause



(first image) Marina Bay Sands with The Food Bank Singapore's Chairman Koh Chaik Ming (second from right) and Vice Chairman Gary Harvey (third from right) at Play for a Cause

An exciting highlight for this year's Festival was *Play for a Cause*, a life-sized digital game to create virtual food bundles in support of **The Food Bank Singapore's** mission of increasing food security.

Over 1,000 virtual food bundles were assembled through gameplay and matched by Marina Bay Sands with physical food bundle donations to The Food Bank Singapore, directly benefitting individuals and families in need.

This initiative builds on Marina Bay Sands' longstanding partnership with The Food Bank Singapore, which began in 2016. Over the years, the integrated resort has contributed through donations of unserved banquet food from the Marina Bay Sands Expo & Convention Centre, sorting food donations at their warehouse, and assembling 22,400 food kits through four editions of the global Sands Cares Global Food Kit Build to support vulnerable communities across Singapore. The next stage of its partnership will focus efforts on helping The Food Bank Singapore achieve its Bank Card Programme goals to simplify the food distribution process through the Sands Cares Accelerator, a three-year membership programme that will provide US\$100,000 (S\$134,000) annually, structured guidance and strategic counsel and mentorship together with parent company Las Vegas Sands.

Dr. Arthur Chin, Executive Director at The Food Bank Singapore, said: "We are deeply grateful for Marina Bay Sands' unwavering support in our mission to achieve food security for all. Their innovative approach to community engagement—such as the *Play for a Cause* initiative—continues to inspire and uplift. With Marina Bay Sands as a committed partner, and with our three-year commitment as a Sands Cares Accelerator recipient, we are

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confident in making meaningful strides toward a more inclusive and resilient food ecosystem in Singapore.”

Gourmet treats for a good cause



F&B-certified trainees from APSN Centre for Adults joined Marina Bay Sands’ Origin + Bloom team in front-of-house operations, such as greeting guests and handing out boxes of The Sweet Collective to customers who had pre-ordered online

The Sweet Collective, Marina Bay Sands’ inaugural charity dessert box that featured unique tarts from four signature restaurants – CUT by Wolfgang Puck, Maison Boulud, Origin + Bloom and WAKUDA Singapore – was a great success and well-received by the public and partners who stepped forward to make a difference for APSN Centre for Adults. Together with proceeds from ***A Sweet Step Forward***, a month-long dessert initiative across seven signature restaurants, Marina Bay Sands will channel all proceeds to **APSN Centre for Adults** to support vocational training programmes that empower adults with special needs to lead independent and fulfilling lives.

Mr. Royce Seah, Chairman, APSN Ltd. shared, “We are thankful for Marina Bay Sands’ continued partnership for over a decade and the generosity of the public in supporting our cause through *The Sweet Collective* and *A Sweet Step Forward*. The funds raised will go a long way in sustaining the development of our vocational training programmes and employment support services which empower adults with special needs to build confidence, gain meaningful skills, and lead independent, fulfilling lives. Training opportunities like these are incredibly impactful, helping our beneficiaries discover their potential and become active contributors of society.”

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Marina Bay Sands' Team Members from Black Tap, Bread Street Kitchen and RISE volunteered their time and culinary expertise to delight the public with signature treats, all specially priced for a good cause

A staple at the Festival, Marina Bay Sands' F&B teams from four signature restaurants – **Black Tap**, **Bread Street Kitchen**, **Origin + Bloom** and **RISE** – were on hand at the Event Plaza and served specially priced signature food and beverages with sale proceeds directed to social service agency **AWWA** to support its transitional shelter programme for families in need.

Giving Marketplace



Visitors shopped for a good cause at Giving Marketplace, a bustling social marketplace helmed by local non-profits and social enterprises to raise funds for their own causes

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Now in its fourth year, the *Giving Marketplace* remains a cornerstone of the Sands for Singapore Charity Festival, supporting non-profit organisations and social enterprises in raising funds and increasing awareness of their causes. This year, 16 booths were featured, offering a variety of handcrafted goods, baked treats, and lifestyle products created by beneficiaries from participating organisations.



(from L to R): Social enterprises from Alfya Atelier, Tea Ideas and The Shy Crafter sold products made by their beneficiaries at the Giving Marketplace on all three evenings

Among the organisations were **Alfya Atelier**, a women-led social enterprise that empowers women through skills-based training and employment in sewing and craft; **Tea Ideas**, a small business providing employment opportunities for seniors and disadvantaged individuals; and **The Shy Crafter**, a mother-and-son duo who aims to bring awareness of autism spectrum disorder (ASD) and celebrate abilities through polymer clay crafts created by teenager clay artist Isaac Chang, who has ASD. All proceeds from sales were retained directly by the benefiting organisations.

Community Chest Heartstrings Walk and Vertical Marathon



(first picture, fifth from the right) The Community Chest Heartstrings Walk was officiated by Minister for Social and Family Development, Mr. Masagos Zulkifli; (second and third picture) Marina Bay Sands Team Members took part in the Heartstrings Walk and Vertical Marathon

In conjunction with Sands for Singapore Charity Festival 2025, Marina Bay Sands and Community Chest co-organised the annual **Community Chest Heartstrings Walk and Race**



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to the Sky Vertical Marathon on 6 September. These events rallied partners, volunteers and the community to unite as one towards a more caring and inclusive society.

The annual events kicked off with the popular *Race to the Sky* Vertical Marathon which saw 168 competitive racers scale 57 storeys to the iconic Sands SkyPark Observation Deck. Later the same evening, over 3,000 participants enjoyed the Heartstrings Walk around the Marina Bay waterfront, officiated by Guest-of-Honour Minister for Social and Family Development, Mr. Masagos Zulkifli. All proceeds raised will support over 200 critical social service programmes.

Additionally, Marina Bay Sands has reaffirmed its commitment to Singapore's social service sector during this SG60 year of giving through a partnership with Community Chest in a three-year pledge of S\$750,000 to unlock the *SG Gives Matching Grant*, amplifying the impact of its giving to support other national social and community programmes as well.

Marina Bay Sands also championed various causes through venue sponsorship during the Festival season, including the **Cerebral Palsy Alliance Singapore (CPAS) Charity Dinner 2025**, which was graced by Guest-of-Honour Minister for Health and Coordinating Minister for Social Policies, Mr. Ong Ye Kung, and the **10th Singapore Humanitarian Conference**, which was held at Marina Bay Sands Expo & Convention Centre on 30 August.

To learn more about Marina Bay Sands' community engagement activities, visit <https://www.marinabaysands.com/company-information/corporate-social-responsibility.html>.

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About Marina Bay Sands Pte Ltd

Since its opening in 2010, Marina Bay Sands has stood as an architectural marvel and the crown jewel in Singapore's skyline. Home to the world's most spectacular rooftop infinity pool and approximately 1,850 rooms and suites, the integrated resort offers exceptional dining, shopping, meeting and entertainment choices, complete with a year-round calendar of signature events.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com

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