

Press Release



FOR IMMEDIATE RELEASE

Marina Bay Sands puts the ‘fun’ in fundraising

Sands for Singapore Charity Festival to return for fifth year with greater public engagement

Singapore (5 July 2017) – Marina Bay Sands’ annual Sands for Singapore Charity Festival is set to return for its 5th anniversary in September, promising an exciting host of new and returning activities in the spirit of giving back.

On 8, 9 and 10 September, the integrated resort (IR) will once again dedicate itself to three days of fundraising through a series of fun and meaningful charity events held across the property.

Featuring activities including its first *Sundown Picnic*, walks, live music performances and more, the Sands for Singapore Charity Festival will create engaging opportunities for the public to raise funds for local charities – all while having a good time. Visitors can delight their taste buds with light bites from celebrity chef restaurants, compete in creative challenges across the IR, and bask in the spirit of giving at Marina Bay Sands’ signature charity event. For the first time, the IR is also organising a *Junior* edition of its signature *Play It Forward* challenge to engage children aged 7 to 12 in doing their part for charity.

Beyond raising funds, Marina Bay Sands will also deepen its support for the local arts industry to nurture the next generation of Singaporean talent. It will lend its muscle to local charity Art Outreach’s inaugural *IMPART Awards*, which will recognise and support the careers of aspiring visual artists and curators in Singapore. The Singapore International Film Festival (SGIFF) – the IR’s latest designated charity – will also roll out its *Marina Bay Sands x SGIFF: Youth Film Project* where two aspiring filmmakers will co-produce a short documentary.

Since 2013, the past four editions of the Sands for Singapore Charity Festival have collectively raised over S\$16 million for local charities.

George Tanasijevich, President and Chief Executive Officer, Marina Bay Sands, said: “As Marina Bay Sands celebrates five years of its signature charity festival, we want to create more opportunities for the public to get involved. This year’s Sands for Singapore Charity Festival is designed for everyone to come down and have fun while showing their support for local charities. Over the three days, every dollar spent visiting our attractions, time spent participating in our activities or attending our *Sundown Picnic*, will all go towards a good cause. I look forward to having our guests and visitors join us in doing our part to help the underprivileged community.”

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The Sichuan Orchestra of China Concert



The Sichuan Orchestra of China is helmed by Singaporean conductor Darrell Ang (left). The Singapore concert will also feature a performance by award-winning South Korean pianist Cho Seong-Jin (right).

The Sands for Singapore Charity Festival will start on the right note with a concert by **The Sichuan Orchestra of China** on 8 September. With Singaporean music maestro Darrell Ang at the helm, the Orchestra will perform in Singapore for the first time at the MasterCard Theatres at Marina Bay Sands. Its inaugural season presents a repertoire of popular symphonic spectaculars such as Nicolai's *"The Merry Wives of Windsor"* Overture, Frederic Chopin's *Piano Concerto no. 1* and Beethoven's *Symphony no. 5*.

It is also Ang's first performance in Singapore since relocating to China to head the Orchestra as its Artistic Director. He will share the stage with internationally renowned South Korean pianist Cho Seong-Jin, who will make a special appearance during the concert. Cho, who recently won the Warsaw International Chopin Competition in Poland, will perform his interpretation of Chopin's *First Concerto*.

Proceeds from the concert's ticket sales will go towards charity. Tickets start from S\$60 and are available at <http://www.marinabaysands.com/sands-for-singapore>

Sundown Picnic

Join in an evening of food, drink and music in a unique picnic setting at the Sands for Singapore Charity Festival **Sundown Picnic**, a new element at this year's Festival. On the evening of 8, 9 and 10 September, the Event Plaza will be converted into a cosy picnic space featuring F&B provided by Marina Bay Sands' dining establishments and celebrity chef restaurants.

To add to the atmosphere, live music performances by local bands *Too Much Drama* and *The Summer State* will also take place that night as part of Marina Bay Sands' **OPEN STAGE** – a concert series showcasing up and coming home-grown musicians.

Complete the night with a spectacular kaleidoscopic display of colours during **Spectra**, Marina Bay Sands' brand new light and water show at the Event Plaza. Combining an array of state-of-the-art lasers, lighting, water effects and projections, *Spectra* is a multimedia extravaganza set to an orchestral soundtrack composed by award-winning local music producer Kenn C.

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Each 15-minute free-to-public show will play twice every night (Sunday to Thursday) at 8pm and 9pm, with a third show added at 10pm on Friday and Saturday.

Play It Forward & Play It Forward Junior



Emcees Paul Foster, Charmaine Yee and Glenn Ong gathering the crowd for a 'WeFie' at Play It Forward 2016

On 10 September, members of the public can form teams of six to represent a local charity of their choice¹ and participate in the third edition of **Play It Forward**, Sands for Singapore's signature charity challenge. From up high at the Sands SkyPark right down to ArtScience Museum, *Play It Forward* will take players around the IR to complete intellectual and creative challenges to win cash prizes for charity.

This year, children will also have the chance to give back with the first-ever **Play It Forward Junior**, a scaled-down version of the original charity challenge designed for kids aged 7 to 12. In teams of four, children will get to play simple games and beat the clock to emerge as winners. Similar to *Play It Forward*, kids in the *Junior* edition will represent local charities of their choice and win cash prizes for them.

Registration for both challenges are open from 5 July to 18 August. Interested parties can sign up at <http://www.marinabaysands.com/sands-for-singapore.html>

¹ Participants will select from a list of charities provided by Marina Bay Sands.

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Community Chest Heartstrings Walk 2017



The team from Marina Bay Sands on the Sands SkyPark after completing the Vertical Marathon last year.

Taking place on 9 September at Marina Bay Sands' Event Plaza, the **Community Chest Heartstrings Walk** is set to involve thousands of fun walkers, competitive vertical marathoners, volunteers and beneficiaries – all in support of an inclusive nation.

Co-organised by Marina Bay Sands and Community Chest for the seventh consecutive year, the Community Chest Heartstrings Walk will feature a vertical marathon up 57 storeys of the iconic Marina Bay Sands Hotel; a fun-filled Family Carnival with specially curated activities and booths to facilitate meaningful interactions; and a 4-kilometre Fun Walk around Marina Bay to signify a collective effort in building a caring and inclusive community.

All funds raised will go towards Community Chest. Interested participants can register at www.comchest.sg/heartstringswalk

Be part of Marina Bay Sands Gives Back

From 8 to 10 September, visitors to attractions at Marina Bay Sands will also be lending a hand to those in need. All ticket proceeds collected over the three days from ArtScience Museum, Sands SkyPark Observation Deck and the Sampan Ride at The Shoppes at Marina Bay Sands will be donated to local charities to help the underprivileged community.

Other events and activities during the Sands for Singapore Charity Festival

Helping the special needs community

The Sands for Singapore Charity Festival also serves as a platform for Marina Bay Sands to extend a helping hand to the special needs community. The IR will play host to a fundraising dinner by **Association for Persons with Special Needs (APSN)** on 7 September, to be attended by Minister of Education Mr Ng Chee Meng. In effort to promote inclusivity, dinner guests will have the opportunity to interact with APSN beneficiaries and gain a deeper understanding of the challenges they face.

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On 8 September, the **Cerebral Palsy Alliance Singapore (CPAS)** will celebrate 60 years of empowering persons with cerebral palsy to realise their full potential and lead fulfilled, dignified lives. With Minister for Social and Family Development Mr Tan Chuan-Jin as the guest of honour, the dinner will celebrate the abilities of CPAS beneficiaries and raise funds for CPAS' programmes and services.

Both APSN and CPAS are designated charities under Sands for Singapore, Marina Bay Sands' corporate social responsibility programme.

Growing a vibrant film and arts sector



The Festival will also see Marina Bay Sands deepening its support for the local arts industry. After three consecutive years as presenting sponsor to the **Singapore International Film Festival (SGIFF)**, the IR reinforced its commitment to help nurture a vibrant Singapore film industry by welcoming SGIFF onboard as its newest designated charity in 2017.

This year, as part of the Sands for Singapore Charity Festival, SGIFF will roll out its **Marina Bay Sands x SGIFF: Youth Film Project** where two aspiring filmmakers will have the opportunity to try their hand at co-producing and co-directing a short documentary on the 2017 Festival.

The Youth Film Project takes place from August to September. Applications are open until 31 July at <http://sqiff.com/youth-film-project>



To create more opportunities for aspiring talent, Marina Bay Sands has also teamed up with its designated charity **Art Outreach** to launch the inaugural **IMPART Awards**. The award seeks to boost Singapore's art industry by providing a platform for emerging local visual artists and curators to build a career for themselves.

Two winners will be selected for each of the award categories – the IMPART Visual Artist Award and the IMPART Curator Award – by a judging panel comprising renowned art industry practitioners, artists and art patrons. Winners will receive a S\$15,000 cash prize and an opportunity to participate in residency and mentorship programmes with international art institutions. The results will be announced at the **Art Outreach Gala Fundraiser** dinner held on 9 September during the Sands for Singapore Charity Festival.

From now until 6 August, interested applicants can visit <http://www.artoutreachsingapore.org/impartawards/> for more information on how to apply.

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For more information on this year's Sands for Singapore Charity Festival, please visit <http://www.marinabaysands.com/sands-for-singapore.html> or follow our Facebook event page for updates: <http://po.st/SFS2017>

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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

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), Cerebral Palsy Alliance Singapore (CPAS), Dyslexia Association of Singapore (DAS) and Singapore International Film Festival (SGIFF) 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.

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