

Press Release



Marina Bay Sands all set to launch Sands for Singapore Festival 2014

Integrated resort revs up for three-day festivities and fundraisers to inspire the future



Singapore (10 July 2014) – Marina Bay Sands is laying the finishing touches to its second annual Sands for Singapore Festival slated to take place from 1 to 3 August. Themed “Inspire the Future”, the 2014 festival packs three days of non-stop fundraising activities across the property with an aim to inspire the spirit of giving back.

Set on a larger scale this year, the Sands for Singapore Festival 2014 will support the fundraising efforts of different voluntary welfare organisations (VWOs) and causes that reach out to thousands of beneficiaries. They include Art Outreach Singapore, Association for Persons with Special Needs (APSN), Community Chest, Singapore Association for the Deaf, as well as causes such as The Business Times Budding Artists Fund and The Straits Times School Pocket Money Fund.

George Tanasijevich, Chief Executive Officer and President of Marina Bay Sands, said, “Marina Bay Sands’ mission to give back to the Singapore community has never been stronger, hence the creativity and scale of the Sands for Singapore Festival this year is even bigger. Together with our partners, we aim to not just meet, but hopefully exceed the fundraising efforts of the many different organisations we are supporting, as well as inspire corporate and individuals to lend their hand to make this a reality.”

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Last year, Marina Bay Sands raised over \$3.6 million for charities during the inaugural Sands for Singapore Festival, with staff volunteering a total of 1,416 man-hours.

This year, a series of activities involving more than 10 community partners, close to 50 retailers and local artists, 23 celebrities and more than 500 Marina Bay Sands team members will take place across the property throughout the Festival weekend.

Deepening engagement with communities

To deepen its engagement with the community and motivate more team members to donate their time and skills, Marina Bay Sands will invite its beneficiaries to experience its attractions, customised educational tours as well as skill-based workshops in the week leading up to the Festival.

Invited beneficiaries include Student Care Service, Asian Women's Welfare Association (AWWA), Dyslexia Association of Singapore and The Rice Company. Students from Metta School will also have an exclusive opportunity to experience a customised hospitality workshop delivered by the housekeeping department at Marina Bay Sands.

Over 500 Marina Bay Sands team members including senior management will take on an active role before and during the Festival as event volunteers, ushers, coaches and instructors for educational tours.

Be entertained during Sands for Singapore Festival



Left to right: Interactive playground Tangle, Spheres by Strange Fruit and Christof!

Throughout the three-day festival, the public can participate in the many activities at Marina Bay Sands while doing their part for charity. The skating rink will be transformed into a giant interactive playground for children and families with **Tangle**. Part visual arts installation, part performance and part playground, Tangle allows its participants to create their own artwork in a public space by weaving colourful elastic around slender golden poles.

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Guests can also enjoy free entertainment such as **Spheres by Strange Fruit**, a brand new show that takes a whimsical look at the creation of life through the eyes of four archetypical characters. It will perform exclusively at the Event Plaza on 1 and 2 August at 8.30pm and 10pm each night. Children will be enthralled with **Christof!**, a clown described as 'Charlie Chaplin meets Jim Carey' who will be roving around The Shoppes between 2 - 7pm daily.

At ArtScience Museum, visitors can buy a ticket to the ongoing exhibition *Annie Leibovitz A Photographer's Life 1990 – 2005* and enjoy free programmes such as photographic workshops and guided architecture tours.

At the brand-new **Sands for Singapore Inspiration Centre**, guests can donate any amount for an opportunity to light a LED bulb to create a fully-lit map of Singapore. When complete, the map is symbolic of what Sands for Singapore Festival is all about – inspiring the rest of Singapore to give back to the less fortunate in society. Located at The Shoppes Galleria Level (beside Chanel) and open from 11am to 8pm daily, this booth is also an avenue for visitors to enquire about the festival.

Contributions from this Centre, as well as ticket proceeds from ArtScience Museum, the Sampan Ride, SkyPark Observation Deck and the Skating Rink will be donated to Community Chest.

Doing good with charity partners

Corporates and individuals can also join Marina Bay Sands in doing good while savouring a delightful roving dinner at celebrity chef restaurants CUT, db Bistro Moderne, Osteria and Pizzeria Mozza. Held 1 August, 7pm, diners will taste signature dishes at the award-winning restaurants during the **Celebrity Chef Dine Around**. This gastronomic journey will be made complete with the delectable spread of desserts and fine cheeses at The Cheese and Chocolate Bar located on the Sands SkyPark. All proceeds from the event will go to the Singapore Association for the Deaf to help fund its programmes for the hearing impaired.

A new addition to this year's Festival is the **Celebrities Give Back to Singapore** auction. Celebrities who graced Marina Bay Sands over the last year were inspired by the integrated resort to generously donate an item each for public auction. They include international stars such as David and Victoria Beckham, Emma Stone, Andrew Garfield and Eva Longoria. 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.

From now until 2 August, visitors to The Shoppes at Marina Bay Sands are treated to a visual feast of wearable art and installations embellished by Singapore-based contemporary artists. **The Art of Shopping** sees established and local brands at The Shoppes donate and display close to 40 items which have been uniquely transformed into works of art under the influence of

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these local talents. Selected pieces are available for public bidding online, with all proceeds going towards supporting local art education.

Business Times Dream Ball on 1 August will feature special performances by international ballroom champions Arunas Bizokas and Katusha Demidova. Net proceeds will go to ChildAid 2014.

APSN's Fundraising Dinner on 2 August aims to raise funds 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.

ComChest Heartstrings Walk 2014 on 3 August is a 4km, non-competitive walk around Marina Bay. The integrated resort's only vertical marathon - **Race to the Sky** - will see corporate teams climbing up 57 levels of its hotel tower.

Community Chest recently launched its "#careandshare moments" social media campaign to encourage participants of ComChest Heartstrings Walk 2014 and other volunteerism or fund-raising activities to share pictures on Instagram, Twitter and Facebook and hashtag #careandshare as they do their part for the less privileged in our community. To show its continuous support, Marina Bay Sands has pledged a \$1 donation for every #careandshare post (up to 1,000 posts).

Sands for Singapore Instagram Competition

Over the three days, the **Sands for Singapore Instagram Competition** will also offer visitors a chance to win an exclusive 3D2N staycation for two at Marina Bay Sands, dining vouchers, as well as tickets to ArtScience Museum and the Sands SkyPark. From 1 - 3 August, guests simply have to follow Marina Bay Sands on Instagram @marinabaysands (<http://instagram.com/marinabaysands>), snap a photo of themselves at the Sands for Singapore Festival, upload it on their Instagram accounts and tag #sandsforsingapore in the photo caption to enter the contest.

For more details on Sands for Singapore Festival, visit www.marinabaysands.com/sandsforsingapore.

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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 the Singapore Association for the Deaf (SADeaf), BT Budding Artists 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.

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