

Press Release



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Marina Bay Sands joins hands with local partners to give back to Singapore

Inaugural Sands for Singapore Festival to raise funds to benefit local charities



Singapore (29 July, 2013) – Marina Bay Sands' Corporate Social Responsibility (CSR) programme, **Sands for Singapore**, will hold its first-ever large-scale charity event, *Sands for Singapore Festival* on 16 – 18 August.

Benefitting Art Outreach Singapore, Community Chest, Make-A-Wish Foundation, National Volunteer & Philanthropy Centre (NVPC), O School and the Singapore Association for the Deaf (SADeaf), Marina Bay Sands will stage this exciting three-day festival that features a series of fund-raising events including charity auctions, gala dinners, dance performances, Make-A-Wish dishes and more.

Visitors to Marina Bay Sands can revel in the bustling festival atmosphere during the giveback weekend. Roving and live entertainment, such as jazz performances, Western and Chinese string quartets, stilt walkers, face painters and balloon sculptors, will entertain both young and old around the property.

To make the event even more meaningful, Marina Bay Sands will donate its weekend ticketing proceeds from ArtScience Museum, Sampan Ride, Sands SkyPark Observation Deck and the Skating Rink to Community Chest.

“Being a good corporate citizen is not a once-in-a-while endeavour, it’s an ongoing commitment. As we embark on our fourth year of operations at Marina Bay Sands, we’re continually seeking new ways to meet that responsibility, give back in an impactful way to the community, and make a positive difference in the lives of Singaporeans,” said George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands.

“We’re proud to partner with such an outstanding group of organisations to make the inaugural Sands for Singapore Festival possible. By joining forces and working together on such an important initiative, we’re bringing our various and diverse resources to benefit the community we live in. We hope these collective efforts might also inspire others to join us and help give back to Singapore while celebrating the talent of local artists and performers.”

Beneficiaries range from terminally ill children (through Make-A-Wish Foundation), non-profit organisations and the beneficiaries of their projects (through NVPC “Pitch to Win”), the deaf community (SADeaf gala dinner), primary and secondary school students in Singapore (through Art Outreach) and local dancers (through O School). One of the main beneficiaries is Community Chest, which alone benefits more than 300,000 needy Singaporeans.

The Art of Shopping, 16 – 18 August

The confluence of art and shopping will be celebrated as Art Outreach Singapore, an art education charity, pairs fashion items contributed by selected luxury retailers from The Shoppes at Marina Bay Sands with local contemporary artists. These items will be displayed at the retail mall. The public can cast their bids during the public silent auction from 12 to 17 August, which will then culminate at an exclusive live auction and cocktail event on 18 August at ArtScience Museum. Proceeds raised will go toward Art Outreach Singapore to help the organization fund its art education programme.

“The passion for celebrating and advocating art appreciation and education is something that we are proud to have in common with Marina Bay Sands. The Art of Shopping is a creative collaboration that blends art and retail, where transforming fashion items into a works of art provides creative and artistic commentary on consumerism and encourages consideration of why so many of us love shopping”, said Mae Anderson, Chairman of Art Outreach Singapore.

"More importantly, this is a celebration of local contemporary artists and their exceptional talent, and also a window to the vibrant arts scene that we have right here in Singapore."

ComChest Heartstrings Walk and vertical marathon, “Race to the Sky”, 18 August

For the third consecutive year, Marina Bay Sands is co-organising the ComChest Heartstrings Walk and vertical marathon, “Race to the Sky”. The fun walk and vertical marathon will top off the weekend and funds raised at the event will support over 80 charities under Community Chest’s care. The event will be completed with a carnival filled with fun and experiential activities for public to understand the needs of the people helped by Community Chest. Public is encouraged to register for the walk and vertical marathon online via the its website at www.comchest.sg/heartstrings by 5 August.

Said Ng Ling Ling, General Manager of Community Chest, “Our partnership with Marina Bay Sands has been built on a strong foundation of shared goals of helping the local community through their corporate social responsibility efforts. We are heartened to see that Marina Bay Sands’ engagement with the charities through Community Chest in the past years has led to such a large scale Sands for Singapore Festival this year, involving more community partners to make a difference to the life of the disadvantaged in Singapore. The ComChest

Heartstring Walk will be the grand finale event to raise over \$1 million for more than 300,000 beneficiaries supported by Community Chest. The fund-raising aims to help children with special needs, youths at risk, low income families and elderly needing care in the community. We have received warm support from individuals and corporations and encourage more to join in the walk this year to do your part for those in need.”

Marina Bay Sands will also be contributing the profits of Little Sun, a solar-powered lamp to Community Chest. The Little Sun is conceptualised by acclaimed Icelandic artist Olafur Eliasson and engineer Frederik Ottesen and has made its Asian debut at ArtScience Museum on 16 July. Singapore’s Dr. Irene Lee, an accomplished artist, scientist and entrepreneur in the renewable energy and art fields, has also played an instrumental role in the design, development and production of the stylistic lamp.

Make-A-Wish Foundation – Wish Dish, 16 – 18 August

The entire line-up of celebrity chef restaurants and selected tenanted retailers have thrown their weight behind Sands for Singapore Festival, offering a total of 21 Wish Dishes to diners who will get to savour delectable food while doing a good deed.

Participating outlets will donate 50 per cent of proceeds from the Wish Dishes to Make-A-Wish Foundation Singapore, a non-profit organization that grants the wishes of children with life-threatening medical conditions. Marina Bay Sands’ support comes a few months ahead of the official annual Wish Dish campaign, which will take place in October this year.

Dr Keith Goh, Chairman of Make-A-Wish Foundation said, “The Wish Dish campaign is our signature event where we hope to raise funds through the generous participation of restaurants. With Marina Bay Sands taking an early lead this year and coming in with such a strong support, we hope that more restaurants in Singapore will come on board our campaign in October and help us fulfil the wishes children with life-threatening illnesses.”

Pitch to Win by NVPC, 16 August

In *Pitch to Win*, Marina Bay Sands, together with NVPC will champion the spirit of giving by giving non-profit organisations a platform to pitch their innovative ideas on how they will solve social issues aligned to their causes. Five non-profit finalists Alzheimer’s Disease Association (ADA), Bishan Home for the Intellectually Disabled, En Community Services Society, SAdeaf and *SCAPE, have been selected.

These finalists are currently undergoing expert coaching by Marina Bay Sands executives, who will help them sharpen their ideas and concepts. They will be put to the test in front of a corporate audience on 16 August, as they ‘pitch’ to win funding for their programmes.

“At NVPC, it is our mission to advocate giving in all forms. We are constantly looking out for champions and advocates to push for greater and more impactful corporate community investment and corporate giving. Corporate giving – whether through volunteerism or philanthropy – is one of the best ways for companies to give back to their communities and practise CSR. We are honoured to have Marina Bay Sands champion corporate giving and social innovation within the non-profit sector in Singapore. I hope this winning partnership will help inspire others to do good with us. The strong support from Marina Bay Sands

executives volunteering their valuable time to coach the local NPOs is a further testament of their commitment. Pitch to Win has been an inspiring journey thus far and we cannot wait to see how our NPOs fare in the final pitches on 16 August,” said Laurence Lien, CEO of NVPC.

Wonderment by O School, 16 – 17 August

O School, a local performing arts centre, will stage *Wonderment*, an original dance production conceptualised by O School. The urban dance evolution, showing at Sands Theatre, will feature a spectacular journey of a man who re-discovers life’s little wonders.

“Ever since the founding of O School, it has always been our dream to produce a dance based production on a world-class stage like that of Marina Bay Sands. The door to this dream is now opened and we are ready to grasp this opportunity, give it our best to share our craft and passion with a wider audience and propel the local urban dance onto a world class stage,” said Kenny Low, Managing Director of O School.

Touching Lives in Silence, SADeaf Charity Gala Dinner, 16 August

Marina Bay Sands has been supporting SADeaf through special volunteer events and funding for the sign language interpretation since 2012. To help the association generate more awareness and raise funds, Marina Bay Sands is supporting SADeaf in its first charity gala dinner since it was established 58 years ago. SADeaf aims to raise \$300,000 to fund programmes and services to serve the needs of local people with hearing loss.

Dr Christopher Low Wong Kein, President of SADeaf said, “The association offers a wide range of services to the Deaf community and we are always seeking ways to fund raise for our cause. Although the idea of a charity dinner is not something new, it is still a first for SADeaf and we are very heartened to have the strong support of our ambassador, Marina Bay Sands helping us to make this event possible. We will channel the funds raised at this dinner to support our programmes to better serve the needs of the Deaf community.”

For more information please visit www.marinabaysands.com/SandsforSingaporeFestival.

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 Metta



School, the Singapore Association for the Deaf (SADeaf), OSchool and City College, 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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