

Press Release



Sands for Singapore Festival raises record sum of over S\$3.8 million

Marina Bay Sands celebrates Singapore's 49th birthday and spirit of giving to benefit Singaporeans



Sands for Singapore logo projected on ArtScience Museum during the festival weekend

Singapore (5 August 2014) – Over 1-3 August, the spirit of giving was celebrated at ***Sands for Singapore Festival*** when generous corporates and individuals rallied with Marina Bay Sands to raise of over S\$3.8 million to benefit more than 80 charities and 300,000 Singaporeans.

Funds raised benefits charity partners including Art Outreach Singapore, Association for Persons with Special Needs (APSN), Community Chest, Straits Times School Pocket Money Fund, The Business Times (BT) Budding Artists Fund and the Singapore Association for the Deaf (SADeaf).

With the theme “Inspire the Future”, the charity weekend featured an exciting lineup of events and activities spanning the entire property, encouraging others to do good with Marina Bay Sands. Big-hearted corporates dined for a good cause at several charity dinners – the *APSN Gala Dinner*, the *BT Dream Ball* and the first-ever *Celebrity Chef Dine Around* – while benevolent individuals bided generously in the auctions of *The Art of Shopping* and *Celebrities Give Back to Singapore*. Hotel guests and visitors also did their part for charity while visiting the Marina Bay Sands’ attractions where the weekend’s takings from the Sands SkyPark Observation Deck, ArtScience Museum, sampan rides and Skating Rink were donated to charity too.

Going beyond organising charitable events to inspire corporates and the public, Marina Bay Sands also spurred more than 590 team members to volunteer and host children and youth on property, through customised tours and educational workshops in 11 staff-led activities. For example, 21 hospitality students from Metta School went through a housekeeping workshop tailored for them, learning the high standards of service at Marina Bay Sands from its Housekeeping team.



Metta School students and teachers with Marina Bay Sands Housekeeping team volunteers, Metta School students getting hands-on with Marina Bay Sands Housekeeping team

Gearing up for Singapore's 49th birthday, the integrated resort also worked with the National Day Parade (NDP) Active Participation committee to host 22 children from Children's Cancer Foundation to a very special treat – up-close viewing of the fly-past and fireworks from the Sands SkyPark Observation deck. The integrated resort will also be hosting another group of children on Singapore's actual birthday on 9th August.



From left to right: 22 children with their family with volunteers from Marina Bay Sands and the NDP Active Participation committee waving to the audience at The Floating Platform; Children from Children's Cancer Foundation saying the national pledge with Singapore

Mr George Tanasijevich, Chief Executive Officer and President of Marina Bay Sands said, "**Sands for Singapore Festival** is not just about raising funds, it is also about creating experiences to inspire the next generation. Through opportunities like Art Path tours, hospitality workshops or enjoying the exhibitions at ArtScience Museum, we hope that the warmth, enthusiasm and expertise of our volunteers have left an indelible memory on the young beneficiaries such that they too, in time to come, can be inspired to share the experiences and knowledge to others."

Highlights of Sands for Singapore Festival

Marina Bay Sands staged a slew of vibrant and fun activities for visitors over the charity weekend. The skating rink was transformed into a giant interactive playground for children and families with *Tangle*, a part visual arts installation, part performance and part playground. *Spheres*, a show by Strange Fruit fascinated both young and the young-at-heart, while the roving *Christof!!*, a virtuoso clown described as ‘Charlie Chaplin meets Jim Carey’ entertained public of all ages with his quirky and endearing acts. Meanwhile, the *Sands for Singapore Inspiration Centre* gathered close to S\$3,000 worth of cash donation over the three days from the public. A small LED light was given to every donor to light up a map of Singapore.



From left to right: *Christof!!* clown entertaining public of all ages at The Shoppes,
Spheres mesmerising crowds at the Event Plaza
Children at giant interactive playground *Tangle*,
Symbolic light up of the Singapore map on Day 1 of Sands for Singapore Festival at Inspiration Centre

At the *Business Times Dream Ball*, world reigning international ballroom champions Arunas Bizokas, Katusha Demidova, Stefano Di Filippo and Darai Chesnokova enthralled guests with their sizzling moves during their one-night only performance at Marina Bay Sands. The night ended on a high note as all guests danced to their hearts’ content on the dance floor.

At the fundraising dinner co-organised by Marina Bay Sands and APSN, the students performed a series of heartwarming recitals before and during the dinner to a captivated audience. The performances include the choir performance from Chaoyang School during

the cocktail reception, a Latin dance and circus arts performances from Tanglin School and Katong school students respectively.



From left to right: Choir performance from Chaoyang School before the fundraising dinner, Guests dancing to their hearts' content at The Business Times Dream Ball

The *Celebrity Chef Dine Around* fundraiser for SADeaf was a sell-out event where donors savoured a roving dinner at Marina Bay Sands' celebrity chef restaurants CUT, db Bistro Moderne, Mozza, and ended the night with scumptious desserts from The Cheese and Chocolate Bar at Sands SkyPark.



Diners at Marina Bay Sands first-ever Celebrity Chef Dine Around roving dinner

Close to 100 art lovers and shopaholics congregated for a good cause at *The Art of Shopping's* live auction of artful merchandise and installations created by local contemporary artists. The star item of the night was a light installation made out of coffee socks donated by Rasapura Masters. Named 'Coffee Mountain People Sea', this artful piece by Terence Lin was sold at S\$7,500, which is the highest bid fetched among retailer-donated items. The evening concluded with viewing of the fireworks display from the NDP rehearsal at ArtScience Museum.



From left to right: Invited guests from **The Art of Shopping** event appreciating artworks before the live auction, Fireworks display from ArtScience Museum

Comchest Heartstrings Walk 2014, the grand finale event for **Sands for Singapore Festival**, saw overwhelming participation from over 8,500 participants, the largest turn-out in the last four years. Flagged off by Deputy Prime Minister and Minister for Finance, Mr Tharman Shanmugaratnam, the walk around Marina Bay concluded with a special bazaar featuring handcrafted items sold by voluntary welfare organisations. Over S\$1.5 million has been raised in this year's event, the highest since it was first held at Marina Bay in 2011.



From left to right: Mr Philip Tan, Chairman of Community Chest (ComChest) and Vice-President for National Council of Social Service (NCSS), Mr Tan Puay Kern, Executive Director of Security at Marina Bay Sands, Ms Jennie Chua, Adviser to ComChest, Mr Chan Chun Sing, Minister for Social and Family Development and Second Minister for Defence, Mr Tharman Shanmugaratnam, Deputy Prime Minister and Minister for Finance, flagging off ComChest Heartstrings Walk 2014,

Cheque presentation of funds raised from ComChest Heartstrings Walk 2014 by Mr Tan Puay Kern, Executive Director of Security at Marina Bay Sands to Mr Philip Tan, Chairman of ComChest and Vice-President for NCSS

“We are heartened with the success of our second Sands for Singapore Festival – we’ve rallied more staff-volunteers, partners and the public to join us in contributing back to Singapore in creative ways. It’s not every day that charity work gets such visibility and attention in such a concerted way – Sands for Singapore Festival is an opportunity to spread the infectious spirit of giving beyond our property. I would like to thank everyone for their efforts, big and small, into making this such a remarkable and inspirational journey,” added Mr Tanasijevich.

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), WE CARE 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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