

# Press Release



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## Marina Bay Sands raises over S\$3.5 million at annual charity festival



*Excited participants kicking off the second Play It Forward charity race at the Event Plaza*

**Singapore** (2 August 2016) – Marina Bay Sands' annual Sands for Singapore Charity Festival ended on a high note on Sunday, with more than S\$3.5 million raised in support of 80 local charities.

First launched four years ago, the annual festival – a key signature event under Marina Bay Sands' corporate social responsibility programme **Sands for Singapore** – aims to raise funds and awareness for local charities, and is among a myriad of ways that the integrated resort gives back to the local community.

Each year, the festival features fun-filled activities that take place at the iconic attractions across the integrated resort. These activities not only engage the public, but also motivate and inspire the more than 9,500 team members to volunteer their time for charitable causes. The

festival also provides a platform to raise the profile of the designated local charities under the Sands for Singapore programme, and encourages new and additional funding from a variety of stakeholders, including guests and partners of Marina Bay Sands.

This year, the festival saw members of the public and volunteers taking part in 22 activities that all gave back to the local community.

From *Scoops of Hope*, a pop-up booth that served gelato crafted by the celebrity chefs at Marina Bay Sands, to the Community Chest *Family Carnival* at the Event Plaza, the public were treated to a host of exciting and meaningful activities that helped to raise funds and awareness for Singapore charities.

A highlight of the festival was the *Play It Forward* charity race, which saw 222 participants forming 37 teams to compete in a series of challenges around Marina Bay Sands on Saturday, 30 July. A team of psychologists and social workers representing Ang Mo Kio Family Service Centre (AMKFSC) Community Services Ltd. beat 36 teams to take home the top prize of S\$7,500 for the charitable organisation. But all the participants were winners, as Marina Bay Sands donated more than S\$120,000 worth of cash and prizes to 22 local charities on behalf of the participating teams.

Psychologist Ms Liew Shi Hui, 23, who was part of the winning team from Ang Mo Kio Family Service Centre (AMKFSC) Community Services Ltd, said: “*Play It Forward* is a fun and innovative way for us to contribute to charity instead of just doing normal fund-raising activities. It was our team’s first time participating, and we felt that it was a good chance for us to get together and bond while giving back to the community at the same time. It feels surreal to be the winner, all of us are very proud.”

In the week leading up to the festival weekend held between 29 and 31 July, Marina Bay Sands team members also lent their support, with more than 1,900 volunteering at various fund-raising and community events, clocking more than 4,000 volunteer hours. The spirit of charity giving resonated well with the team, with an 81 per cent increase in volunteerism and a 47 per cent increase in volunteer hours compared to the year before.

Mr George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands, said: “The Sands for Singapore Charity Festival is the annual highlight of our corporate social responsibility efforts. During this period, I am always proud to witness our team members, charitable partners and the public coming together to participate in the festival activities – all for the common objective of giving back to the community. It is thanks to the passion, commitment and enthusiasm of all those involved that we are seeing yet another successful run of the Sands for Singapore Charity Festival.”

## Highlights of the Sands for Singapore Charity Festival 2016

### *Scoops of Hope*



*Beneficiaries from the School Pocket Money Fund eagerly selecting flavours at the Scoops of Hope booth, during an exclusive gelato workshop and tasting session with Marina Bay Sands' chefs*

Marina Bay Sands also inspired 10 celebrity chef restaurants to create a delicious way for the public to help children from low-income families. Award-winning restaurants including Waku Ghin, CUT by Wolfgang Puck and Bread Street Kitchen came up with nine flavours for the *Scoops of Hope* pop-up gelato booth. In total, 9,778 scoops were sold. All proceeds will go to beneficiaries from The Straits Times School Pocket Money Fund.

### *Play It Forward*



*From left to right: A participant eating gelato with a pair of chopsticks during the Scoops of Hope game; The winning team from AMKFC Community Services Ltd receiving their prize on stage*



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

Up from 25 participating teams and 15 charities last year, the second edition of *Play It Forward* returned on a bigger scale with more teams and charities on board. Each team represented a local charity of choice and competed in a gelato-eating contest, a table setting challenge and other creative games across different locations at Marina Bay Sands.

### ***Entertainment at the Event Plaza***



*Pop rock string quartet VOX (left) and rock band Shirlyn & The UnXpected (right) performed on Friday night*

Over at the Promenade, the Event Plaza came alive with free movies and live band performances on 29 and 30 July. Families and friends came down to catch the screenings of *Jurassic World* and *Fast and Furious 7* and dance along to the performances by local bands VOX, Shirlyn & The UnXpected and Jive Talkin'.



*Members of the public turned up to catch the free movies and music at the Event Plaza during the first two days of the Sands for Singapore Charity Festival 2016*

### **Doodle Wall and Charity Booth**



*The completed drawing of the festival booth backdrop by Band of Doodlers*

Armed with black markers, local artist group Band of Doodlers illustrated a compilation of drawings that celebrated the value of giving back and images relating to the integrated resort and Sands for Singapore on a blank white wall. This was later used as the backdrop of the festival's charity booth. The booth was placed at The Shoppes at Marina Bay Sands for visitors and shoppers to donate money to support Community Chest. Those that donated

were given stickers to place on the wall, to complete the drawing. At the end of the festival, the black and white Doodle Wall was covered with colourful stickers that donors pasted to mark their contribution to the community.

**Community Chest Heartstrings Walk, Race to the Sky Vertical Marathon and Family Carnival**



*Special Guest Minister for Social & Family Development Mr Tan Chuan-Jin (first row, fourth from left), Guest-of-Honour Deputy Prime Minister Mr Teo Chee Hean (with flag), Marina Bay Sands Senior Vice President of Finance Mr Robert Harayda (in navy blue shirt and white pants) and the rest of the Welcome Party flagging off the Community Chest Heartstrings Walk 2016*



*From left to right: The team from Marina Bay Sands on the Sands SkyPark after completing the Vertical Marathon; Over 7,000 participated in the 4km Fun Walk around Marina Bay on Sunday morning*

The Sands for Singapore Charity Festival concluded with the annual Community Chest Heartstrings Walk 2016 on Sunday (31 July). Jointly organised by Marina Bay Sands and Community Chest for the sixth consecutive year, the walk drew more than 7,000 corporate



partners, volunteers, beneficiaries, social service organisations and members of the public and raised over S\$1.9 million.

Designed around the theme of creating an inclusive society for the disabled, the event's highlights included a *4 km Fun Walk* around Marina Bay followed by a *Race to the Sky Vertical Marathon* up 57 levels of Marina Bay Sands Tower 3. The walk ended with a fun-filled *Family Carnival* at the Event Plaza, which featured games, activities and experiential booths for people with and without disabilities to enjoy.

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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](http://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), AMKFSC Community Services, BT Budding Artists Fund, Dyslexia Association of Singapore and ST School Pocket Money Fund 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.

#### **For Media Enquiries**

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