

Press Release



FOR IMMEDIATE RELEASE

David Beckham kicks off 2018 Sands for Singapore Charity Festival with Marina Bay Sands

Sands Global Ambassador to launch the integrated resort's sixth annual charity event with special needs artist



David Beckham (left) and young artist Leong Sijun (right) painted a part of Sijun's artwork together during the launch event for the 2018 Sands for Singapore Charity Festival

Singapore (25 June 2018) – Sands Global Ambassador David Beckham was in Singapore over the weekend to announce the return of Marina Bay Sands' annual Sands for Singapore Charity Festival, which will run from 24 to 26 August this year.

Beckham was joined by Leong Sijun, a 15-year-old artist with Down Syndrome, who was commissioned by the integrated resort to create a special art piece that will feature across the Festival's branding in its 2018 edition. The art work shows the iconic three towers of Marina Bay Sands surrounded by water, to portray the integrated resort as a 'big ship' that carries and supports the community through its corporate social responsibility (CSR) initiatives.

In an intimate art jamming session at ArtScience Museum on Saturday, Beckham and Sijun joined 15 children and youth beneficiaries from AWWA Family Service Centre and Singapore Fashion Runway to recreate the Festival's 2018 key visual to mark the upcoming charity event in August. The completed art piece will be on display during this year's Sands for Singapore Charity Festival.

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L-R: Children and youth beneficiaries from AWWA Family Service Centre and Singapore Fashion Runway got up close and personal with David Beckham and Marina Bay Sands' President and CEO George Tanasijeich (in grey suit); The beneficiaries pieced together their individual painted sections of Sijun's artwork, which will form the key visual of this year's Festival

David Beckham said: "It's a pleasure to be back in Singapore for the launch of this year's Festival. I'm really proud to partner with an organisation like Marina Bay Sands that uses their incredible platform to support the local community and raise awareness for talented young artists such as Leong Sijun."

Beckham was also part of the Festival's inaugural launch in 2013, where he signed a jersey that was put up for auction to raise funds for local charity Art Outreach. Since then, the footballer has also participated in numerous Sands for Singapore initiatives – from meet and greet sessions with aspiring youth athletes to a Christmas gift distribution with children from underprivileged backgrounds.

The Festival, which is in its sixth consecutive year, is the signature event of Marina Bay Sands' award-winning CSR programme, Sands for Singapore. Since 2013, the Sands for Singapore Charity Festival has raised nearly S\$20 million for local charities.

The launch sets the stage for the event's focus this year – to deepen Marina Bay Sands' support for the local community, and provide the underprivileged with ways to showcase their skills and talents. For the first time, the Festival will feature a line-up of activities and offerings developed in collaboration with local charities, social enterprises and beneficiaries.

George Tanasijeich, President and Chief Executive Officer, Marina Bay Sands, said: "Our annual Sands for Singapore Charity Festival is a highlight of Marina Bay Sands' community contributions throughout the year. It allows us to celebrate our commitment in a grander and more concerted fashion over three intensive days of corporate giving. This year, we turn the Festival into a stage for the underprivileged community to showcase their talent and potential. As we lend them our encouragement, we hope the public will also show their support by coming down to Marina Bay Sands over the Festival weekend to join in the festivities, unwind and bask in the atmosphere of giving back."

Over the three-day event, members of the public will have the opportunity to join Marina Bay Sands in giving back by participating in the Festival's fun and meaningful programmes – from the brand new Festival at Event Plaza, to the exciting *Play It Forward* charity challenge.

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Festival at Event Plaza

24, 25 and 26 August
5.00pm – 10.30pm



Local bands 53A (left) and HubbaBubbas (right) will perform at the Festival at Event Plaza over the weekend.

New to this year's Sands for Singapore Charity Festival is the Festival at Event Plaza, a vibrant space for the public to dine, unwind and support a range of meaningful causes.

Marina Bay Sands' celebrity chef and signature restaurants will once again serve up their award-winning menu items in the name of charity – but this time with the help of beneficiaries from local social enterprise **Dignity Kitchen**, a hawker training school for disabled and disadvantaged people. Under the training and guidance of Marina Bay Sands' chefs, the Dignity Kitchen beneficiaries will have the opportunity to acquire new knowledge and showcase their culinary skills at the event.

Adding to the vibe is live music by youth buskers and local bands Supersonic, 53A and HubbaBubbas, who will perform in the evenings during the Festival weekend. Furthermore, the Festival at Event Plaza will feature a variety of fringe activities that range from art jamming to drone fishing, where the public can have fun while raising funds for local charities.

All proceeds from food and beverage sales at the Festival at Event Plaza will be donated to Community Chest.

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

**25 August
7am – 11.30am**



Last year's Community Chest Heartstrings Walk drew close to 8,000 participants.

Co-organised by Marina Bay Sands and Community Chest for the eighth year, the annual Community Chest Heartstrings Walk will return to the integrated resort again as part of this year's Sands for Singapore Charity Festival. In celebration of Community Chest's 35th anniversary, this year's Walk will unite thousands of people from all parts of the community to walk as one and commemorate the organisation's 35-year journey of empowering lives with care and uniting the community in trust.

Members of the public can join in a 4-kilometre Fun Walk around Marina Bay, and participate in a fun-filled Family Carnival together with Community Chest's volunteers and social service users.

Those up for a challenge can register for the *Race to the Sky* Vertical Marathon up 57 floors to the Sands SkyPark Observation Deck, and win attractive prizes sponsored by Marina Bay Sands while doing their part for the community.

All funds raised will go towards Community Chest.

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Play It Forward & Play It Forward Junior

26 August 2018
8:00am – 1:00pm



In the first edition of Play It Forward Junior in 2017, the average age of the young participants was 8 years old.

The Sands for Singapore Charity Festival's signature charity challenge *Play It Forward* will return for its fourth edition this year, after three successful runs since 2015.

Taking place on 26 August, *Play It Forward* invites members of the public to form teams of six to represent a local charity of choice and participate in fun and creative challenges across the integrated resort. This year, the *Play It Forward* challenge stations will each represent a participating charity supported by Marina Bay Sands, with activities that allow participants to learn more about each charity's cause.

Also returning this year is the second edition of *Play It Forward Junior* – a kid-friendly version of the original charity challenge catered to children aged 7 to 12. Similar to the concept of *Play It Forward*, kids are invited to form teams of four to represent local charities and participate in simple games to secure cash prizes for them.

Registration for both challenges are open from 25 June to 3 August. Interested parties can sign up at <http://www.marinabaysands.com/sandsforsingapore>

Be part of Marina Bay Sands Gives Back

24, 25 and 26 August

Throughout the Festival, visitors to attractions at Marina Bay Sands will also be lending a hand to those in need. Ticket proceeds collected over the three days from ArtScience Museum, Sands SkyPark Observation Deck, the Digital Light Canvas and the Sampan Ride at The Shoppes at Marina Bay Sands will be donated to local charities to help the underprivileged community.

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The new Digital Light Canvas opened in December 2017 at The Shoppes at Marina Bay Sands.

Supporting the community

During the Festival, Marina Bay Sands will also play host to fundraising dinners by APSN and CPAS.

The Association for Persons with Special Needs (APSN) will hold its annual charity dinner on 24 August. Themed “Enabling One Community”, the event will be graced by Mr Desmond Lee, Minister for Social and Family Development, as the Guest-of-Honour. APSN will be sharing exciting plans for the future as they embark on a transformational educational initiative: the APSN Community and College (ACC). This plan aims to be the first of its kind in Singapore, with a continual focus on lifelong education and care for APSN beneficiaries. Funds raised from the dinner will go towards the development of the ACC.

On 25 August, the Cerebral Palsy Alliance Singapore (CPAS) will hold its annual charity dinner in honour of children and adults with cerebral palsy. With Deputy Prime Minister Teo Chee Hean as the Guest-of-Honour, this year’s event will feature a Peranakan-themed night. Funds raised will go toward supporting CPAS’ programmes that serve over 700 children and adults with cerebral palsy.

For more information on this year’s Sands for Singapore Charity Festival, please visit <http://www.marinabaysands.com/sandsforsingapore> or follow our Facebook event page for updates: <http://po.st/sfscf2018>

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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, a theatre and an outdoor event plaza. 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. Besides working with our designated charities, we further support beneficiaries including those related to youth and education.

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