

# Press Release



## David Beckham to meet regional fans at Marina Bay Sands

*Five lucky fans to win a meet-and-greet with global icon*

**Singapore** (May 27, 2014) – International icon David Beckham will be arriving in Singapore next month to participate in exclusive activities organized by Marina Bay Sands to reward its regional Facebook fans from Singapore, Malaysia, Indonesia, Korea and China.

Five lucky fans will get a once-in-a-lifetime opportunity to meet the celebrated ex-footballer through a first-ever “*Unlocking The Vault to Meet David Beckham*” Facebook contest that will run from 27 May to 4 June. A similar campaign will be conducted on Sina Weibo from 27 May to 30 May for fans from China.

Facebook fans from around the region will have to simply crack the code to The Vault. One lucky winner from each country will be flown to Singapore with a friend, stay one night in a Marina Bay Sands Club Room, and get a chance to meet David Beckham on 14 June in an exclusive meet-and-greet session.

Four questions will be posted within The Vault Facebook game app over the duration of the promotion. To unlock The Vault, fans will need to answer the questions correctly. Every correct answer will earn each fan one chance at the Grand Prize<sup>[1]</sup>. Hints to the answers will be posted on the Marina Bay Sands Facebook page ([www.facebook.com/marinabaysands](http://www.facebook.com/marinabaysands)) during this period.

Beckham’s first visit to Marina Bay Sands was a *Sands for Singapore* initiative in June 2013 where 60 local children from The Guardian Academy and students from Singapore Association for the Deaf’s affiliated schools were given an opportunity to meet and be inspired by the football legend.

Widely known for his philanthropic efforts, Beckham also showed his support for the inaugural Sands for Singapore Festival, which took place from 16-18 August 2013, by signing a jersey that formed the centrepiece of a charity auction.

Since launching its Facebook page in December 2010, Marina Bay Sands has attracted 356,000 fans on this social media platform. Last year, the integrated resort also emerged as the

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<sup>[1]</sup> Each Facebook user can earn up to a maximum of four chances in the Grand Prize.

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most “checked-in” location in Singapore, appearing on Facebook’s list of top 25 global destinations.

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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)