

# Press Release



FOR IMMEDIATE RELEASE



## Biggest Sands for Singapore Charity Festival raises over S\$5.4 million

*Marina Bay Sands' 10-day festival supports 80 local charities with over 2,700 volunteerism hours and 27 fundraising events*



*Community Chest Heartstrings Walk 2015, one of the events for the charity festival, sees a special percussion drumming segment this year*

*From left to right: Ms Lisa Williamson, VP of Communications, Marina Bay Sands, Mr George Tanasijevich, President & CEO, Marina Bay Sands, Ms Ong Toon Hui, Deputy Secretary, Ministry Of Social and Family Development (MSF), Mr Chan Heng Kee, Permanent Secretary, MSF, Deputy Prime Minister Teo Chee Hean, Coordinating Minister for National Security & Minister for Home Affairs, Dr Ang Seng Bin, VP of NCSS, Mr Phillip Tan, Chairman of Community Chest and VP of NCSS, Ms Ng Ling Ling, MD of Community Chest, and Group Director, FREG, NCSS and Musical Director, Mr Syed*

**Singapore** (12 August 2015) – Marina Bay Sands has raised over S\$5.4 million from its third annual Sands for Singapore Charity Festival that ended on 9 August. The funds raised will support 80 local charities and over 300,000 Singaporeans. 3,230 Marina Bay Sands team members volunteered over 2,700 hours in the 27 fund-raising and community events over the 10-day period.

The integrated resort was buzzing with activities on 31 July – 9 August as it did its part for the less privileged while inspiring Singaporeans to join in its efforts. The charity festival featured an exciting line-up of activities including the inaugural *Play It Forward* charity race, first-ever *Scoops of Hope* gelato sale, inviting members of the Pioneer Generation to watch *The LKY Musical* for free with their families and the annual *Community Chest Heartstrings Walk* which also formed the first official activity of the nation's Golden Jubilee weekend.

George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands, said, "We are proud of the success of our biggest ever Sands for Singapore Charity Festival. We are fortunate to have such dedicated and enthusiastic team members. Their community spirit was palpable during the festival. The strong support from the public encourages us to continue to create unique experiences and events to raise funds for local beneficiaries. I thank everyone for their contributions in making this a significant and meaningful festival."

Over the festival, Marina Bay Sands also announced two major donations. First, Marina Bay Sands is contributing S\$180,000 over three years to an education bursary for beneficiaries of Dyslexia Association of Singapore. Marina Bay Sands is also supporting the Singapore International Film Festival for a second year, with a donation of over S\$1.5 million.

### **Fun Facts about the Festival**

#### ***Play It Forward***

- This is the integrated resort's first charity race
- Close to 150 participants from all walks of life raced across Marina Bay Sands for a local charity of choice
- The youngest contestant was 15, while the oldest was 64 years old
- Team Art Outreach, comprised of six young Traditional Chinese Medicine physicians aged between 29 – 33, beat 23 other competing teams to win a cash prize of S\$50,000
- The 10 challenges were designed to tie back with the multitude of services provided by the integrated resort. The challenge stations were set against iconic attractions including Sands SkyPark and ArtScience Museum
- Marina Bay Sands also surprised everyone with a last minute announcement to donate S\$1,000 to each of the 14 other local non-profit groups, making its total donation amount to be S\$64,000 through this race alone



*Excited participants during the flag off of Play It Forward charity race*

### ***Scoops of Hope***

- This is the first time that Marina Bay Sands organised a pop-up gelato store for charity
- Exclusive gelato flavours were created by the integrated resort's celebrity chef restaurants
- 1,143 litres of gelato were made and 11,799 scoops were sold over 10 days
- The best-seller was White Chocolate with Raspberry and Blue Sprinkles by Christopher Christie, Executive Chef of Marina Bay Sands
- All proceeds raised will go to The Straits Times School Pocket Money Fund



*Children enjoying special Gelato creations at Scoops of Hope Gelato station  
From left to right: Chef Anthony Poh, Executive Pastry Chef of Marina Bay Sands, George Tanasijevich, President & Chief Executive Officer of Marina Bay Sands, Warren Fernandez, Editor of The Straits Times and Christopher Christie, Executive Chef of Marina Bay Sands*

### ***Marina Bay Sands & Tenants Give Back***

- All takings over 31 July to 2 August from attractions – Sands SkyPark Observation Deck, ArtScience Museum and sampan rides – were donated to Community Chest
- Four retailers – Bazin, TWG Tea Salon & Boutique, Carnivore Brazilian Churrascaria and Fossil Collections – at The Shoppes also joined the integrated resort by donating to Association for Persons with Special Needs, Singapore Association for the Deaf and Community Chest

### ***Pioneer Generation's Night at The LKY Musical***

- On 6 August, over 1,000 Pioneer Generation beneficiaries and senior volunteers watched The LKY Musical for free with their families at MasterCard Theatres.
- Beneficiaries were from Community Development Councils, Family Service Centres (FSC), including Care Corner FSC and AMKFSC, and RSVP Singapore - The Organisation of Senior Volunteers.

Mr Ong Fah Hok, 75, regular senior volunteer with RSVP Singapore said, "My family and I really enjoyed watching The LKY Musical together. It is very heart-warming to see so many

people coming down to honour the memory of our late founding Prime Minister. Thank you Marina Bay Sands for inviting us to this meaningful event.”



*Singapore Pioneer Generation with their families and friends getting ready to watch The LKY Musical*

#### **Team Members' Participation**

- 3,230 Marina Bay Sands team members volunteered to make this year's festival a success.
- Many led local beneficiaries on customised tours and shared their expertise in educational workshops in 18 staff-led events around property.
  - 10 volunteers from its Banquet Operations team led 40 beneficiaries from the Association for Persons with Special Needs on an exclusive table-setting workshop where beneficiaries learnt the art of napkin folding, table lining and cutlery arrangement.
  - To celebrate Singapore's 50<sup>th</sup> birthday, 15 volunteers hosted 50 beneficiaries from Children's Cancer Foundation and Dyslexia Association of Singapore to an up-close viewing of the aerial fly-past and fireworks from Sands SkyPark Observation Deck.



*50 beneficiaries from Dyslexia Association of Singapore and Children's Cancer Foundation all hyped up for the National Day Parade at Sands SkyPark Observation Deck*



Marina Bay Sands volunteers at the Heart Appeal booth

#### **Heart Appeal booth and entertainment at Skating Rink**

- 6,000 hearts were pinned at the Heart Appeal booth where guests pinned down their well wishes to the local community
- Free entertainment for the public
  - Adrian Pang and Benjamin Chow performed numbers from *The LKY Musical*
  - Top director, Dante Lum and Korean Superstar, Choi Siwon held a meet-and-greet with fans to promote their latest film, *To the Fore*
  - Four DreamWorks movies were screened for free. Children and their families watched them on the colourful bean bags provided
  - Popular local singers, Nathan Hartono, Priscilla Tan, Theodora Lau and Gareth Fernandez also entertained guests with their individual bands during the festival



Ten days of free entertainment and movie screenings for members of public at the Skating Rink

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

- Co-organised the charity fun walk with Community Chest and raised over S\$2.01 million in total, the highest amount raised since 2011
- More than 40 teams of four, including corporate sponsors and beneficiaries, raced up 57 levels to Sands SkyPark in the *Race to the Sky* vertical marathon

- Over 9,000 people walked for a charitable cause on the first morning of the Golden Jubilee Weekend
- Special percussion segment of community drumming was introduced for the first time where sponsors, volunteers and all invited guests joined in the fun

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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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#### **For high resolution photos, please download from**

<https://www.hightail.com/download/bXBiTGsyncWZ3NUpYd3NUQw> (expires 11 September 2015)

**Annex A – List of partners supported by Sands for Singapore Charity Festival**

1. [Alzheimer's Disease Association](#)
2. [AMKFSC Community Services Ltd](#)
3. [Art Outreach Singapore](#)
4. [AWWA](#)
5. [Association for Persons with Special Needs](#)
6. [Boys' Town](#)
7. [Business Times Budding Artists Fund](#)
8. [Cerebral Palsy Alliance Singapore](#)
9. [Children's Cancer Foundation](#)
10. [Community Chest](#) (which supports over 80 local charities)
11. [Dyslexia Association of Singapore](#)
12. [Handicaps Welfare Association](#)
13. [Metta Welfare Association](#)
14. [Movement for the Intellectually Disabled of Singapore](#)
15. [Singapore Association for the Deaf](#)
16. [Singapore Association for the Visually Handicapped](#)
17. [Straits Times School Pocket Money Fund](#)
18. [Yellow Ribbon Fund](#)