

# Press Release



FOR IMMEDIATE RELEASE

## ***THE CHRONICLES OF NARNIA: THE EXHIBITION* raises more than \$70,000**

Marina Bay Sands donates proceeds from the exhibition to  
The Straits Times School Pocket Money Fund



*Mr. Robert Harayda, Senior Vice-President of Finance presenting the check to Ms. Martina Wong, General Manager of The Straits Times School Pocket Money Fund. Credit: Marina Bay Sands*

**Singapore** (5 March, 2012) – ***The Chronicles of Narnia: The Exhibition*** raised \$71,197 at the end of its three month run at the skating rink at The Shoppes at Marina Bay Sands. The proceeds from the ticket sales of the exhibition were presented to the General Manager of The Straits Times School Pocket Money Fund, Ms. Martina Wong, today, demonstrating Marina Bay Sands' commitment to supporting the youth of Singapore.

Since it opened on 3 December, 2011, close to 16,000 paying visitors have explored the magical world of Narnia, taking the young and old alike on an adventure, inspired by the



legendary C.S. Lewis. Initially slated to end in January, the exhibition's popularity and demand for tickets saw the exhibition extend until 26 February 2012.

Mr. George Tanasijevich, President and Chief Executive Officer for Marina Bay Sands, and Managing Director, Global Development, Las Vegas Sands Corp., said, "Marina Bay Sands is committed to making a positive and lasting impact on disadvantaged youth in Singapore. We are delighted that the members of the public enjoyed this exhibition and in doing so, helped support the important work of The Straits Times School Pocket Money Fund to enrich the lives of over 10,000 children in need."

The Straits Times School Pocket Money Fund helps children from low-income families pay for meals at school, transport fees to and from school, or use it to meet their other schooling needs.

Ms. Martina Wong, General Manager of The Straits Times School Pocket Money Fund, said, "Marina Bay Sands has been very supportive of The Straits Times School Pocket Money Fund and I look forward to greater partnership and collaboration with Marina Bay Sands"

***The Chronicles of Narnia: The Exhibition*** is produced by Global Experience Specialists, Inc. (GES) in partnership with Walt Disney Pictures and Walden Media. Based on the C.S. Lewis' beloved fictional books and blockbuster film series, the state-of-the-art entertainment and educational experience offers visitors the opportunity to tour scenes from the famed literary world of Narnia. Through authentic costumes, props and set dressings from the magical Narnia films, visitors will enter a three dimensional world that combines the wonders of science with aspects of fantasy.

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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 theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is the 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)

#### **About GES**

Global Experience Specialists, Inc. (GES), a Viad Corp (NYSE: VVI) company, is a leading marketing agency that produces exhibitions, events, exhibits and retail environments. GES provides a wide range of services, including turn-key official show services, cutting-edge creative and design, marketing and measurement services—all with an unrivaled global reach. GES partners with leading shows and brands, including the International CES, Spring Fair Birmingham, International Woodworking Fair, CONEXPO-CON/AGG and IFPE, Bell Helicopter, Genzyme, L’Oreal, Warner Bros., and Simon Property Group. The GES National Servicer™ has been recognized with certification under the J.D. Power and Associates Certified Call Center Program™ for the past three years, and *Ad Age* has twice named GES a “World’s Top 50 Agency Company.” For more information, visit [ges.com](http://ges.com) or the GES blog at [defyingconvention.ges.com](http://defyingconvention.ges.com).

#### **About Walden Media**

Walden Media specializes in entertainment for the whole family. Past award-winning films include: “The Chronicles of Narnia” series, “Journey to the Center of the Earth,” “Nim’s Island,” “Charlotte’s Web” and the Sundance Audience Prize Winning documentary “Waiting for ‘Superman.’” Upcoming films include the family adventure “Journey 2: The Mysterious Island,” drama “Learning to Fly,” Jay Moriarity biopic “Of Men and Mavericks” and the family comedy “Parental Guidance.”

#### **ABOUT THE WALT DISNEY STUDIOS**

For more than 85 years, The Walt Disney Studios has been the foundation on which The Walt Disney Company (NYSE: DIS) was built. Today, the Studio brings quality movies, music and stage plays to consumers throughout the world. Feature films are released under four banners: Walt Disney Pictures, which includes Walt Disney Animation Studios and Pixar Animation Studios; Disneynature; Marvel; and Touchstone Pictures, which includes the distribution of live-action films from DreamWorks Studios. Original music and motion picture soundtracks are produced under Walt Disney Records and Hollywood Records, while Disney Theatrical Group produces and licenses live events, including Broadway theatrical productions, Disney on Ice and Disney LIVE!. For more information, visit [www.waltdisneystudios.com](http://www.waltdisneystudios.com).

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