

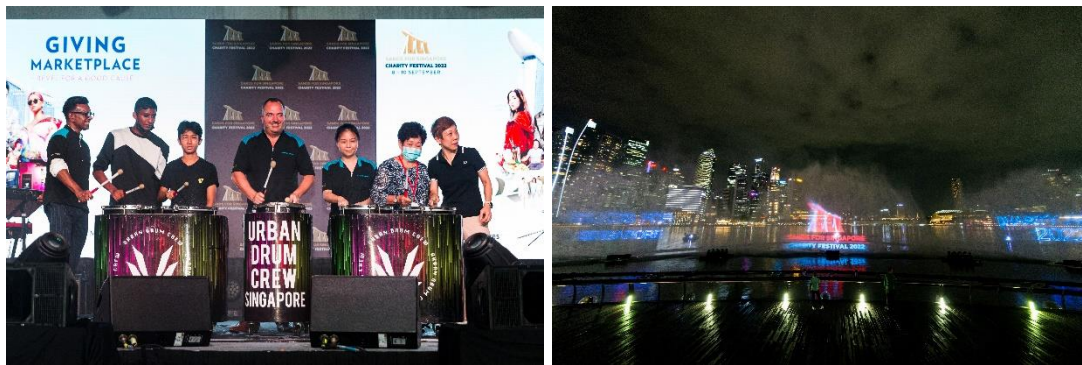
# Press Release



FOR IMMEDIATE RELEASE

## **Sands for Singapore Charity Festival helps raise more than S\$4 million**

*Three days of Giving Marketplace, action-packed performances and activities paid homage to meaningful causes in Singapore*



*Mr Paul Town, Chief Operating Officer of Marina Bay Sands (above left, in centre), accompanied by Team Member volunteers, students from Care Singapore's youth mentoring programme and seniors from Care Corner Singapore, gave a rousing drumroll to usher in a special edition of Spectra, Marina Bay Sands' light and water show (above right).*

**Singapore** (13 September 2022) – Marina Bay Sands helped raise more than S\$4 million for the local community in a series of fund-raising activities over the past month, culminating in the three-day Sands for Singapore Charity Festival over the weekend.

All in, over 2,000 volunteer hours were also amassed from 19 August to 10 September, demonstrating the integrated resort's successful culture of volunteerism amongst its employees.



*(From L to R): People from all walks of life gathered at Sands for Singapore Charity Festival to enjoy the festivities, including seniors from Care Corner Singapore, who were accompanied by Team Member volunteer befrienders*

A three-day charity bonanza, held at the Event Plaza from 8 – 10 September, was off to a raring start with the launch of a special edition of Spectra, Marina Bay Sands' spectacular light and water show. Spectra lit the night sky with a laser projection of the Sands for Singapore Charity Festival's logo and ushered in an evening of showstopping performances by singer Benjamin Kheng and music duo Jack & Rai. Beneficiaries from Care Corner Singapore, as well as mentees from Marina Bay Sands' youth mentoring programme with Care Singapore were invited to enjoy the evening with their Team Member befrienders and mentors.

From a Giving Marketplace of local crafts to the sale of food and beverages by Marina Bay Sands' signature restaurants, the public was encouraged to contribute to the community through a myriad of vibrant fundraising activities. The Festival culminated in the physical edition of the annual Community Chest Heartstrings Walk on 10 September, where 3,300 participants joined in for a 4km evening Charity Fun Walk at the Marina Bay Waterfront Promenade.

Mr Paul Town, Chief Operating Officer of Marina Bay Sands, said: "The Sands for Singapore Charity Festival has always been a special event at Marina Bay Sands. As a people business, we have committed ourselves to care for the community we operate in and make a positive impact for those in need, which is why we are pleased that we could welcome the return of the Festival and engage our employees, charitable organisations, and the wider community for a common cause in person again. We are thankful for the strong support from everyone at the Festival, and it has strengthened our resolve to create more opportunities to pay it forward to create a kinder, gentler home to all Singaporeans."

### **Highlights of Sands for Singapore Charity Festival 2022**

#### **Giving Marketplace @ Event Plaza**



*(From L to R): Guests perusing a variety of lifestyle products at the Giving Marketplace, and a guest trying her hand at an Express Colour Check offered by local charity Image Mission.*

The Event Plaza was transformed into a bustling Giving Marketplace and featured a curated selection of 15 booths set up by non-profit organisations, social enterprises and small local businesses. Participating community partners raised awareness and funds through the sale of unique items – some handmade by beneficiaries themselves – and gave guests the opportunity to support a cause of their choice. All proceeds were retained by participating non-profit organisations and social enterprises, ensuring that more funds go towards their beneficiaries directly, while small local businesses donated at least 10 per cent of their proceeds towards local charities.

Marina Bay Sands' signature restaurants, Black Tap Craft Burgers & Beer and Yardbird Southern Table & Bar, dished out a selection of crowd favourites from their menus to hungry festivalgoers. All proceeds collected by the two restaurants were donated to Community Chest, benefiting over 100 social service agencies.

### **Showstopping performances by local entertainment talents**







*(From top left to bottom right): Urban Drum Crew, music duo Jack & Rai, frontwoman Sara Wee from local band 53A, and bubble artist CJ Bubbles*

Besides Benjamin Kheng and Jack & Rai, hit sensations such as Tabitha Nauser and Annette Lee, local bands 53A, Shirlyn + the UnXpected and Nation One, and singer-songwriter Crystal Goh lent their voices and raised a toast to the community with rousing performances every evening at the Event Plaza.

Roving performers, such as CJ Bubbles, Edwin Ong from The Annoying Brothers, and Bryan Wong from Flowart Displays, also drew crowds with highly interactive and awe-inspiring acts.

### **Community Chest Heartstrings Walk and Vertical Marathon**



*53 employees from six organisations scaled 57 storeys up to the Sands SkyPark, including Senior Parliamentary Secretary for Social and Family Development and Culture, Community and Youth, Eric Chua.*

The Community Chest Heartstrings Walk also returned in physical and virtual formats this year. Co-organised by Marina Bay Sands and the Community Chest, the annual community event rallies partners, volunteers, and the community to build a caring and inclusive society.

The physical segments include the *Race to the Sky* Vertical Marathon which saw Senior Parliamentary Secretary for Social and Family Development and Culture, Community and Youth, Eric Chua and participating corporates race 57 storeys up to the Sands SkyPark Observation Deck, and an evening Charity Fun Walk which drew over 3,300 participants. The Charity Fun Walk was attended by Guest-of-Honour Deputy Prime Minister and Coordinating Minister for Economic Policies Heng Swee Keat, and hosted by Minister of State for Social and Family Development and Home Affairs Sun Xueling.

Members of the public can also take part in the Virtual Walk, which is ongoing from 1 August 2022 till 2 October 2022. About S\$2 million has been raised to date through corporate donations and community involvement. All proceeds raised through Heartstrings Walk 2022 will be channelled to over 100 social service agencies and more than 200 critical programmes through Community Chest to empower children with special needs and youth-at-risk, adults with disabilities, persons with mental health conditions, and seniors and families in need of assistance.

### **Amplifying Impact with Team Member Volunteerism**



*(From L to R): Marina Bay Sands' Team Members volunteered their time to add a fresh coat of paint for AWWA's beneficiaries living in Transitional Shelter units, and learnt more about the challenges that people with disabilities face through a series of simulation exercises with local charity SPD*

Beyond the festival grounds, over 1,100 of Marina Bay Sands' Team Members amplified the integrated resort's impact on the community by doing good through a variety of volunteering activities. Team Members stepped up to add a fresh coat of paint for AWWA's beneficiaries living in Transitional Shelter units, relieved food insecurity by assembling and delivering food kits to The Food Bank Singapore's beneficiaries, as well as donated blood to boost Singapore's low blood bank supply with Singapore Red Cross.

A closed-door Impact Conversation and Learning Workshop with local charity SPD was also held on 6 September for Team Members to hear first-hand from experts who work with people



with disabilities. Team Members learnt more about the different types of disabilities, and even underwent simulation exercises to understand the challenges that people with disabilities face.

In conjunction with the Festival, Marina Bay Sands supported several community events by playing host to the 7<sup>th</sup> Singapore Red Cross Humanitarian Conference on 10 September and the return of The Lee Kuan Yew Musical at Sands Theatre, from now till 2 October.

The integrated resort also donated S\$120,000 to APSN, Art Outreach Singapore, Image Mission, Care Corner Singapore, Singapore Association of the Visually Handicapped and We Care Community Services, to fund programmes that support the elderly, individuals with special needs, art awareness, and more.

More recently, in a milestone development for the hospitality industry, Marina Bay Sands unveiled the groundbreaking Sands Hospitality Scholarship with its parent company, Las Vegas Sands, to build a pipeline of new talent for Singapore. The joint contribution of US\$1 million towards the bond-free initiative will benefit more than 100 Singaporean students pursuing hospitality or tourism-related courses of study at six Institutes of Higher Learning (IHLs) – Nanyang Polytechnic, Ngee Ann Polytechnic, Republic Polytechnic, Singapore Polytechnic, Temasek Polytechnic, and the Singapore Institute of Technology – for at least three years beginning in 2023.

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#### **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs nearly 10,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).

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**For high-res images, please click [here](#).** (Credit to Marina Bay Sands unless otherwise stated)