

# Press Release



FOR IMMEDIATE RELEASE

## **Sands for Singapore Festival kicks off successfully with *Pitch to Win***

*Alzheimer's Disease Association and Bishan Home for the Intellectually Disabled claim the lion's share of S\$251,000*



**Singapore (16 August, 2013)** – 20 corporates pledged their strong support for finalists at ***Pitch To Win***, the first event to kick off the Sands for Singapore Festival today. Up for grabs in the pooled funds came up to over a quarter million -- S\$251,000, an amount which far exceeded the original target of S\$100,000.

***Pitch to Win***, championed by Marina Bay Sands as part of its corporate social responsibility programme, Sands For Singapore, saw Alzheimer's Disease Association (ADA); Bishan Home for the Intellectually Disabled; En Community Services Society; Singapore Association for the Deaf (SADeaf); and \*SCAPE. pitching their "business cases" on new programme initiatives to a corporate audience of 180 guests. They were each given three minutes to succinctly convince a panel of corporate judges to secure immediate funding.

The results are:

1. Alzheimer's Disease Association - S\$111,000
2. Bishan Home for the Intellectually Disabled: S\$100,000
3. En Community Services Society: S\$20,000
4. SADeaf: S\$10,000
5. \*SCAPE: S\$10,000



Finalists can obtain additional funding and support from other corporate sponsors/donors as well as through [SG Gives](#), NVPs online donation portal.

From 16 – 18 August, **Sands for Singapore** is launching its first-ever large-scale charity festival to benefit Singapore. The integrated resort will leverage the unique aspects of its property to raise funds for its designated charities and other local NPOs. The inaugural *Sands for Singapore Festival* will provide a platform for philanthropic efforts through charity auctions, knowledge-sharing sessions, dance performances, make-a-wish dishes and more.

The integrated resort will also be donating all proceeds from its Sands SkyPark Observation Deck, sampan rides, ArtScience Museum and skating rink to Community Chest over this period. To top off the final day of celebrations on a high note on 18 August, Marina Bay Sands and long-time partner Community Chest will jointly present the finale event, the ComChest Heartstrings Walk 2013.

#### **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 Metta School, the Singapore Association for the Deaf (SADeaf), OSchool and City College, WECARE Community Services and Art Outreach Singapore 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.

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**About the National Volunteer & Philanthropy Centre**

Transform. Catalyse. Connect.

These words shape what we do, which is to help people and organisations give well to causes they care about, so as to build a sustainable future for all in Singapore.

We do this by working with other non-profits, companies, and public sector bodies to facilitate and strengthen giving in Singapore, whether of time, money or in-kind.

NVPC is an independent, not-for-profit organisation. Visit us at [www.nvpc.org.sg](http://www.nvpc.org.sg).

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