

Press Release



FOR IMMEDIATE RELEASE

Marina Bay Sands gears up for Sands for Singapore Charity Festival in July

*Over 29-31 July, public can join integrated resort to do
their part for charity*



Singapore (7 June 2016) – The annual Sands for Singapore Charity Festival is returning for the fourth year from 29 to 31 July 2016 with a variety of fun-filled events to raise funds and awareness for over 80 Singapore-based charities.

From Hollywood celebrities lending a hand to raise funds to an outdoor fiesta boosting live entertainment, Sands for Singapore Charity Festival looks set to rock Singapore in more ways than one.

“Marina Bay Sands is proud of the growth of our annual Sands for Singapore Charity Festival since its inception in 2013. Now in our fourth year, the award winning festival continues to engage the local community through many creative activities held across the different venues at the integrated resort. Building upon the relationship with our designated charities has enabled Marina Bay Sands to positively impact lives and encourages us to do more for those in need. This strong culture of giving back to the local community resonates throughout our 9,500-strong team, and we hope to inspire all to do more for charitable causes. There is strength in numbers and we hope to see the community come together to make a difference this July,” said Mr George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands.

Members of the public can do their part to help the local charities and make an impact in many fun and exciting ways.

Hollywood celebrities play a part

Kicking off this year's Sands for Singapore Festival is a fund-raising gala which will help raise funds for Art Outreach Singapore, one of Marina Bay Sands' designated charities. Sony Pictures is lending star power from Hollywood luminaries such as Tom Hanks, Ron Howard, Melissa McCarthy, Paul Feig and Antoine Fuqua to support this effort. The celebrities will be hosted at the integrated resort as part of the Sony Pictures Summit where they will promote *Inferno*, *Ghostbusters* and *The Magnificent Seven*.

Scoops of Hope gelato station



Beneficiaries trying the gelato with flavours specially curated by Marina Bay Sands celebrity chef restaurants

Back by popular demand, the **Scoops of Hope** gelato pop-up concept returns this year from 15 to 31 July. Public can enjoy artisanal gelato created by Marina Bay Sands' celebrity chef restaurants and all sale proceeds will be donated charity. Flavours include coconut lime sorbet by db Bistro and Oyster Bar, mint chocolate chip by Bread Street Kitchen, melon gelato by Mozza and Strawberry Cheesecake by CUT. Prices start from S\$5 for a single scoop. The booth is located at Basement 2, South Promenade (next to Armani Exchange), The Shoppes at Marina Bay Sands.

Be part of Marina Bay Sands Gives Back

From 29 to 31 July, members of the public visiting the attractions at Marina Bay Sands can join in the movement of helping those in need. As the public enjoy exhibitions such as *Future World: Where Art Meets Science* at ArtScience Museum; soak in the stunning views of Singapore atop the iconic Sands SkyPark Observation Deck; enjoy a sampan ride at The Shoppes; or revive his or her inner child at the Skating Rink, all ticket proceeds collected will be donated to Community Chest Singapore to help the less fortunate.



Marina Bay Sands attractions (L-R): ArtScience Museum, Skating Rink, Sands SkyPark Observation Deck, Sampan Rides

Play It Forward charity race



L-R: Excited participants flagging off during the inaugural Play It Forward in 2015; Group photo of all participants during Play It Forward 2015

For adventurous members of the public who want to go beyond giving a donation, Marina Bay Sands' property-wide charity race **Play It Forward** will return for the second year in a row. Set to be bigger and better, the charity race will support 25 organisations – up from 15 last year – ranging from disability and special needs-related, families and community-related to arts-related charities.

Flagging off on 30 July morning, **Play It Forward** encourages students, families and corporates to form teams of six to race and win S\$50,000 cash for their local charity of choice¹. Competing teams must attempt a series of intellectual and creative challenges located across Marina Bay Sands. Ending at the Event Plaza, the race will also be screening live some of live games at different stations for the public, supporters, as well as the charities.

Marina Bay Sands welcomes members of the public aged 13 years and above to participate. Contestants should arm themselves with energy, brawns and wits. Registration starts on 15 June and closes on 10 July. Interested parties can register at <http://www.marinabaysands.com/sands-for-singapore.html>

¹ The list of charities will be pre-determined by Marina Bay Sands. More details will be shared from 15 June.

Other fundraising events for Singaporean charities



Friends and families doing their part for Singaporeans in need as they participate in the Community Chest Heartstrings Walk 2015 around Marina Bay

The climax of Sands for Singapore Charity Festival will happen on 31 July, with the annual Community Chest Heartstrings Walk centred around building an inclusive nation. Co-organised by Marina Bay Sands and Community Chest for the sixth consecutive year, the 4-kilometre Fun Walk at the Event Plaza is set to end the Sands for Singapore Charity Festival on a high note. Beneficiaries will be accompanied by corporate volunteers during the walk to facilitate meaningful interaction. There will also be a vertical marathon up 57 storeys of the Marina Bay Sands Hotel and a fun-filled Family Carnival at the Event Plaza with booths designed for persons with and without disabilities to enjoy. All funds raised will go towards Community Chest. Interested participants can register at www.comchest.sg/heartstrings

Please visit the website <http://www.marinabaysands.com/sands-for-singapore.html> for more information on Sands for Singapore Charity Festival. Join the conversation online at #sandsforsingapore.

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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

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, Cerebral Palsy Alliance Singapore, Dyslexia Association of Singapore and Singapore Association for the Deaf 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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