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S\$3.9 million raised at 5th annual Sands for Singapore Charity Festival *Family-friendly activities raise funds and awareness for local charities at Marina Bay Sands' signature event*



Participants at this year's edition of the Sands for Singapore Charity Festival's Play It Forward charity challenge

Singapore (12 September 2017) – Marina Bay Sands was abuzz with fund-raising activities last weekend as the integrated resort (IR) marked its 5th Sands for Singapore Charity Festival by raising a total of **S\$3.9 million** for local communities.

Held from 8 to 10 September, the festival drew approximately 20,000 visitors to its various events such as the first charity Sundown Picnic, the well-loved *Play It Forward* charity challenge and more. In the weeks leading up to the Sands for Singapore Charity Festival, more than 2,400 Marina Bay Sands Team Members also clocked over 6,000 volunteer hours by participating in a range of community events.

Funds raised through the festival will benefit over 80 local charities supporting a range of causes, including the Association for Persons with Special Needs (APSN), Cerebral Palsy Alliance Singapore (CPAS), Art Outreach Singapore, Singapore Association for the Deaf (SADeaf) and Community Chest.

First started in 2013, the Sands for Singapore Charity Festival is Marina Bay Sands' signature charity event organised under its award-winning **Sands for Singapore** corporate social responsibility programme. It aims to raise funds and awareness for Singapore-based charities by engaging Marina Bay Sands' employees and members of the public in fun and meaningful activities held across the IR.

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This year, the festival crossed a landmark year as it celebrated its fifth anniversary of giving back to the community. To date, Marina Bay Sands has collectively raised **nearly S\$20 million** for local charities through the Sands for Singapore Charity Festival.

Mr George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands, said: “In 2013, we launched Sands for Singapore with the vision of a festival in which we could leverage our property and manpower to raise funds for charity and inspire others to give back to the community in a significant way. Five years on, Sands for Singapore continues to grow, drawing more participants and team member volunteers each year. The Festival has allowed us to deepen our relationships with partners here, and contribute to the community that we work and live in. This is a very special event to us at Marina Bay Sands, and I look forward to many more years of its success.”

Highlights of the Sands for Singapore Charity Festival 2017

In celebration of its fifth anniversary, this year’s Sands for Singapore Charity Festival introduced many ‘firsts’ in the form of new activities where members of the public can help raise funds while having fun.

Sundown Picnic



L-R: Celebrity chef restaurant db Bistro & Oyster Bar served up classic menu favourites in a food truck; members of the public enjoying a night out at the first Sundown Picnic organised during the festival.

One highlight of the 2017 Sands for Singapore Charity Festival was its inaugural Sundown Picnic, which saw Marina Bay Sands’ Event Plaza transform into a relaxed picnic setting complete with live music and F&B provided by the IR’s dining establishments and celebrity chef restaurants.

Picnic-goers enjoyed food from db Bistro & Oyster Bar, Osteria & Pizzeria Mozza and Adrift by David Myers, while being entertained by local musicians *Too Much Drama* and *The Summer State*. These bands performed on Friday and Saturday as part of Marina Bay Sands’ OPEN STAGE concert series showcasing home-grown musicians. On Sunday, the crowd enjoyed a special ensemble performance led by local music maestro Darrell Ang.

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Seven-piece local band Two Much Drama performed a mix of English and Mandarin hits during the OPEN STAGE concert segment of the Sundown Picnic.

All proceeds collected from F&B sales during the three-day Sundown Picnic were donated to Community Chest.

Ms Anna Mimura, 26, who visited the event with her friends, said: "It's not often that you get to enjoy food from celebrity chef restaurants, and especially when it's for a charitable cause. The Sundown Picnic is a great way to attract people to come and contribute to charity and at the same time, enjoy what Marina Bay Sands has to offer. It was a really nice and purposeful way to round off the week."

The Sichuan Orchestra of China concert



The Sichuan Orchestra of China shared the stage with piano soloist Cho Seong-Jin, with conductor Darrell Ang at the helm.

This year's Sands for Singapore Charity Festival opened with a fundraising concert by The Sichuan Orchestra of China, which performed for the first time in Singapore on 8 September. Led by Grammy-nominated Singaporean music conductor Darrell Ang, the Orchestra performed an energetic repertoire of popular classical symphonies from the likes of Beethoven and Nicolai.

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Audience members were also treated to a special appearance by award-winning South Korean pianist Cho Seong-Jin, who delivered an engaging performance of Frederic Chopin's *Piano Concerto no. 1* – the same piece with which he won the prestigious 17th International Frederic Chopin Piano Competition in Warsaw, Poland in 2015.

Proceeds from the concert's ticket sales went towards Art Outreach's IMPART Awards scholarship fund to support the development of aspiring young curators and visual artists in Singapore.

Play It Forward & Play It Forward Junior

Taking place for the third consecutive year during the Sands for Singapore Charity Festival was *Play It Forward*, the festival's trademark charity challenge. This year, Marina Bay Sands also added a junior edition of *Play It Forward* to involve children aged 7 to 12 in giving back to the community.

On the morning of 10 September, 31 adult teams and 21 junior teams represented a total of 18 local charities to compete in a series of creative challenges, set at various locations such as the Sands SkyPark, ArtScience Museum and Sands Expo and Convention Centre.



L-R: Participants of Play It Forward starting the charity challenge on a high note at flag-off; a team of children at Play It Forward Junior playing a simple balancing game at the Event Plaza.

A team of university friends who represented Beyond Social Services emerged as the champions of *Play It Forward*, winning a total of S\$7,500 for the charity organisation. Meanwhile, the group of kids aged 9 to 11 beat the other teams in *Play It Forward Junior* to secure a cash prize donation of S\$4,000 for the Dyslexia Association of Singapore. In all, S\$120,000 worth of cash prizes were given out to all the 18 participating charities.

Youngest participant Isaac Chan, 7, said: "My friends and I had a lot of fun playing the games together, and I feel happy to know that we are also helping the community at the same time."

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Community Chest Heartstrings Walk and Race to the Sky Vertical Marathon



Participants of the 2017 'Race to the Sky' Vertical Marathon with Mr Philip Tan, Chairman of Community Chest and Group Finance Director at CityState Capital Asia Pte Ltd (centre, in orange) and Mr Robert Harayda, Co-Chairman of the Community Chest Heartstrings Walk and Senior Vice President of Finance at Marina Bay Sands (centre, in navy blue) atop the Sands SkyPark Observation Deck.

Marina Bay Sands was also a co-organiser of the Community Chest Heartstrings Walk and 'Race to the Sky' Vertical Marathon, which took place in conjunction with the Sands for Singapore Charity Festival 2017. Held on 9 September, this year's event drew over 8,000 participants in the 4-km Fun Walk that was flagged off by outgoing Minister for Social and Family Development Mr Tan Chuan-Jin.



L-R: Nearly 8,000 members of the public gathered at the event plaza for a warm up before the walk; participants were invited to participate in inclusive games along the route around Marina Bay.

In an effort to promote inclusivity, the Community Chest Heartstrings Walk also featured a Family Carnival where beneficiaries, including persons with disabilities, seniors, and youth-at-risk, participated as volunteers and game masters to guide the public in the various activities.

Overall, the event raised S\$1.77 million for beneficiaries of Community Chest.

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Team Member volunteerism

The Sands for Singapore Charity Festival also created opportunities for Marina Bay Sands' Team Members to volunteer their time during the many community activities held under umbrella of the festival.



The Sands for Singapore Charity Festival's interactive booth invited members of the public to pen their well-wishes for beneficiaries on paper butterflies and make donations to Community Chest.

Team Members gave back in a myriad of ways – from career workshops conducted by Marina Bay Sands' Sales and Finance teams for students from low-income backgrounds, to a grocery shopping and delivery activity with Marina Bay Sands' volunteers and CPAS beneficiaries.



L-R: Together with non-profit organisation Clean the World, over 450 Marina Bay Sands volunteers participated in a mass hygiene kit packing activity using recycled hotel amenities for beneficiaries of Children's International Philippines; Team Members delivering grocery items to one of the families supported by CPAS.

Mr Brandon Cheong, one of the Team Member volunteers during the Sands for Singapore Charity Festival, said: "I am very glad to be working for a company that believes in investing time and money to organise volunteerism activities and events where staff can regularly engage with the community and give back. Aside from our day-to-day work, it is activities like these that help foster a sense of pride and belonging to Marina Bay Sands among employees like myself."

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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 (APSN), Association for the Deaf (SADeaf), Cerebral Palsy Alliance Singapore (CPAS), Dyslexia Association of Singapore (DAS) and Singapore International Film Festival (SGIFF) 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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