

Press Release



**DYSLEXIA ASSOCIATION
OF SINGAPORE**

HELPING DYSLEXIC PEOPLE ACHIEVE



FOR IMMEDIATE RELEASE

Marina Bay Sands donates S\$180,000 to aid dyslexic students

Enhanced learning support for students from low-income families with first Sands for Singapore Bursary

Singapore (03 July 2015) – Marina Bay Sands is contributing S\$180,000 over three years to an education bursary for beneficiaries of Dyslexia Association of Singapore (DAS). From 2015 to 2017, the *Sands for Singapore Bursary* will allow dyslexic students to receive continued professional help to cope with their learning difficulties. This donation marks the first of many contributions that the integrated resort has planned as part its annual Sands for Singapore Charity Festival, happening from 31 July to 9 August.

“Empowering local youth with education and opportunity is the philosophy behind Marina Bay Sands’ corporate social responsibility programme. Through the *Sands for Singapore Bursary*, we hope to help these underprivileged students reach their fullest potential with the aid of further special education,” said George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands.

With the *Sands for Singapore Bursary*, students in-need will be able to attend selected specialist programmes conducted by DAS’ Specialised Education Services, in addition to government-funded essential programmes, at a subsidised cost.

“Dyslexia Association of Singapore is grateful to Marina Bay Sands for their generous donation to assist children with dyslexia from needy families. Besides enabling students to acquire academic skills to overcome their learning difference, these bursaries will help level the playing field and motivate our children to learn. It is with the support of organisations with a heart like Marina Bay Sands that Dyslexia Association of Singapore is able to help people and children with dyslexia achieve their potential,” said Lee Siang, Chief Executive Officer of Dyslexia Association of Singapore.

DAS commenced its Education Therapy services in its first Learning Centre in 1993, with just 12 dyslexic students. Today, the Association has over 3,000 pre-school, primary and secondary school students with dyslexia enrolled in 13 centres.

Marina Bay Sands’ contribution to DAS is part of its annual Sands for Singapore Charity Festival. The biggest-ever Festival will be rolled out in a 10-day celebration packed with fun-filled activities to raise funds for over 80 local charities. The amped up Festival will also intersect with the Golden Jubilee weekend in hope to inspire the public to do their part for charity during the nation’s birthday celebrations.

For details about the *Sands for Singapore Bursary*, please refer to Annex A.

###

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), AMKFSC Community Services, BT Budding Artists Fund, Dyslexia Association of Singapore and ST School Pocket Money Fund 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.

About Dyslexia Association of Singapore (DAS)

Mission: Helping Dyslexic People Achieve

Goal: To build a world class organisation dedicated to helping dyslexic people, those with specific learning differences and reaching out to the region.

Registered in 1991, the Dyslexia Association of Singapore (DAS) is today a vibrant voluntary welfare organisation with over 240 full-time staff who provide a wide array of services for dyslexics not only in Singapore but in the region. DAS Educational Therapists, Speech and Language Therapists and Specialist Psychologists provide support for over 3,000 preschool, primary and secondary school students in 13 centres all over Singapore. Besides the main literacy programme, DAS also offers support in Mathematics, Chinese, English Exam Skills and Speech and Drama Arts. Increasingly, DAS will provide support for dyslexics who also suffer from other specific learning differences such as attention deficit hyperactivity disorder (ADHD), dyspraxia, dyscalculia and non-verbal learning differences.

For Media Enquiries

Belle Lam
Associate
The Right Spin Public Relations
Tel: +65 6325 5936 / +65 9127 9089
Email: belle@therightspin.com.sg

Jeslyn Pua
Account Manager
The Right Spin Public Relations
Tel: +65 6325 5929 / +65 9369 9598
Email: jeslyn@therightspin.com.sg

Deborah Hewes
Head of Publicity and Publications
Dyslexia Association of Singapore (DAS)
Tel: +65 6594 0350 / +65 9753 4144
Email: deborah.hewes@das.org.sg

Leow Fangyi (+65) 6688 0269/ fangyi.leow@marinabaysands.com
Joyce Siew (+65) 6688 1043/ joyce.siew@marinabaysands.com

Annex A – FAQ

1. How will the *Sands for Singapore Bursary* help students registered under Dyslexia Association of Singapore (DAS)?

DAS' statistics show that 40 per cent of its student population are from low-income families. With the financial assistance from Marina Bay Sands, selected students will be able to receive extra education in the specialist programmes provided by the DAS to the value of the *Sands for Singapore Bursary*.

2. How can students registered under Dyslexia Association of Singapore apply for the *Sands for Singapore Bursary*?

A student with dyslexia registered with DAS can apply for the *Sands for Singapore Bursary* from 2015 to 2017.

Applicants must meet the following criteria:

- Students certified dyslexic
- Singapore Citizen
- Recommendation from the DAS Educational Therapists based on their progress report

3. What are the tenures and benefits of the *Sands for Singapore Bursary*?

The bursary is tenable for three years and can be used by the student to:

- Attend selected programmes conducted by DAS - Specialized Educational Services subject to successful placement
- Pay for psychological assessments, if needed
 - Psychological assessments provide an objective measurement of a child's abilities in different areas. The information helps to guide the ways in which DAS teaches the child, and is also useful in determining how the child has progressed following intervention.
- To attend any courses/workshop during the school holidays period

Each bursary is valued at S\$3,000 and will be reviewed after each Academic Year. This bursary can also be extended for another 6 months when necessary and no bond is required of the recipient.

4. What are the programmes conducted by DAS - Specialized Educational Services that bursary holders (dyslexia students) can utilize the bursary for?

Exams and Study Skills

The aim of the programme is to provide students with direct support to better equip them with the knowledge, skills, strategies and attitudes to cope with the demands of the English language syllabus in school.

Math Programme

The aim of the programme is to effectively support students with dyslexia who have persistent difficulties in mathematics, particularly in word problems.

Group Speech & Language Therapist

Speech and Language Therapy is offered in individual or group settings, including social skills. DAS' speech and language therapists aim to build up the child's fundamental speech and language skills to support his or her development and learning. Therapy is carried out in a child-friendly, lively and bright environment. Language is aided and enhanced through fun and functional activities.

5. What is the role of Marina Bay Sands?

Marina Bay Sands has chosen DAS as one of its designated charities in 2015 after being actively involved in supporting the association's efforts for the past two years. This includes inviting dyslexia beneficiaries to exclusive events held at Marina Bay Sands, including a golf clinic by Tiger Woods in 2013 and guided tours at Marina Bay Sands during its annual Sands for Singapore Charity Festival in 2014.

Marina Bay Sands is the sponsor to the *Sands for Singapore Bursary* over a three-year period from 2015 to 2017 and at a total value of S\$180,000.