

Press Release



FOR IMMEDIATE RELEASE

Marina Bay Sands gives back to Singapore with inaugural Sands for Singapore Festival

Three-day charity festival benefits Integrated Resort's designated charities and beyond

Singapore (20 June, 2013) – From 16 – 18 August, **Sands for Singapore**, Marina Bay Sands' Corporate Social Responsibility (CSR) programme, will be launching its first-ever large-scale charity festival to benefit Singaporeans. The integrated resort will leverage the unique aspects of its property to raise funds for its designated charities and other local non-profit organisations (NPOs).

With the goal to inspire others to join Marina Bay Sands in supporting the underprivileged in the community, the integrated resort is presenting itself as a platform for everyone to play their part and contribute to the action-packed weekend.

“As a socially responsible corporate citizen, Marina Bay Sands is dedicated to positively impact the community. For the very first time, all parts of our integrated resort, in their individual ways, will work together to give back to our designated charities and beyond during this three-day festival. We want to champion the spirit of giving and we hope to inspire others to come forward to do their part to help those in need,” said George Tanasijevich, Chief Executive Officer and President of Marina Bay Sands.

Individuals and corporates can join in to give back to Singapore by participating in the hive of activities from 16 – 18 August.

Marina Bay Sands Gives Back to Singapore

Over the weekend, Marina Bay Sands will donate all proceeds from its four attraction points—the ArtScience Museum, the Sampan River, Sands SkyPark Observation Deck and the Skating Rink to Community Chest. Members of the public can help better the lives of underprivileged Singaporeans in need while enjoying their weekend at Marina Bay Sands.

O School Dance Performance – Wonderment

On 16 and 17 August, MasterCard Theatres - Sands Theatre will house Marina Bay Sands' designated charity, O School, for a two-night only dance performance. Entirely conceptualised by O School, *Wonderment* will feature over 80 young dancers in a rapturous performance as they take to the world-class stage for the very first time. All proceeds will go to O School.

National Volunteer & Philanthropy Centre (NVPC)

For the first time, NVPC is partnering with Marina Bay Sands to champion the spirit of corporate giving by providing a platform for non-profit organisations (NPOs) to pitch their ideas to corporate donors. Marina Bay Sands' executives will utilise their expertise and volunteer their time to coach selected NPOs and help them hone their 'pitches' of how they intend to solve social issues and challenges within the community. This will culminate into a 'pitch' where NPOs present to a panel of corporate donors over lunch at the Sands Expo and Convention Centre on 16 August. The successful pitch will walk away with a sponsorship that goes to fund their ideas or programmes. This is also an opportunity for the corporates to support a cause which is aligned to their CSR goals.

Singapore Association for the Deaf (SADeaf) premier Gala Dinner – *Touching Lives in Silence*

On 16 August, SADeaf, another designated charity, will be holding its first charity gala dinner¹ since it established 58 years ago. As its main corporate sponsor, Marina Bay Sands is lending its world-class meetings and convention facilities to SADeaf to attract more organisations and kind-hearted individuals to attend the philanthropic event. Funds raised will go towards the association's programmes and services for the local deaf community.

Inspiring beyond Marina Bay Sands

Over the three days, all the restaurants owned by Marina Bay Sands, including the six celebrity chef restaurants will join select Food & Beverage tenants at The Shoppes at Marina Bay Sands in the Make-A-Wish Dish drive where at least S\$10 from each dish will be donated to Make-A-Wish Foundation. Other fashion retailers will also be joining hands with promising local urban artists chosen by Art Outreach Singapore, a designated charity of Marina Bay Sands. The participating retailers will donate key design pieces from their brands and these will be exhibited along the retail belt. These items will be embellished by the local artists and the one-of-a-kind artful items will be auctioned. Proceeds collected will be donated to Art Outreach Singapore in support of their community art education programme.

Grand Finale Community Event - ComChest Heartstrings Walk @ Marina Bay 2013

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 2013². Thousands of fun walkers will be flagged off at the Marina Bay Sands Event Plaza in the annual event, which will also feature a Vertical Marathon up the Marina Bay Sands Hotel to Sands Skypark. The funds raised at the entire event will support more than 80 charities which run 228 critical social service programmes for over 300,000³ people under the care of Community Chest. The community fundraising event will also feature a carnival with experiential activities for public to understand the needs of the less fortunate helped by Community Chest and fun activities for families.

¹SADeaf's Gala Dinner will be held at Level 3, Sands Expo and Convention Centre, Heliconia Ballroom. Interested parties can sign up on www.sadeaf.org.sg.

²Interested parties can sign up for the walk or vertical marathon at www.comchest.sg/heartstrings from 17 June 2013 onwards or call 6210 2605 for further enquiries on ComChest Heartstrings Walk 2013

³Based on service use counts including indirect service users and those reached through public education.

###

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 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.

Media Enquiries

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