

# Press Release



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## More than S\$3.8 million raised through Sands for Singapore Charity Festival 2023

*Three weeks of volunteering experiences and fundraising activities to celebrate community giving amidst National Day festivities*



*Mr Paul Town, Chief Operating Officer, Marina Bay Sands launching the Sands for Singapore Charity Festival*

**SINGAPORE** (8 August 2023) – Marina Bay Sands' signature Sands for Singapore Charity Festival 2023 helped raise more than S\$3.8 million for communities in need in Singapore. Themed *Where Hearts Come Together*, the Festival encompassed a series of fundraising activities and volunteering experiences with non-profit organisations, culminating in a three-day charity event at the Event Plaza. This brings the total amount raised from the Festival to over S\$35 million, since it started in 2013.

The funds raised included donations by the integrated resort towards APSN, Art Outreach Singapore, Community Chest, Image Mission, Muscular Dystrophy Association (Singapore), Singapore Association of the Visually Handicapped, SPD and We Care Community Services, to fund programmes that support individuals with special needs, the art community, and more.

Over a period of three weeks, Team Members of Marina Bay Sands participated in meaningful activities where they painted temporary homes for families-in-need, packed and delivered National Day goodie bags to seniors in nursing homes, and hosted families to learning tours and experiences at the integrated resort. These activities generated more than 4,700 volunteer hours between 18 July and 6 August, bringing the total to almost 100,000 hours contributed

since opening. This underscores Marina Bay Sands' thriving culture of volunteerism and its employees' dedication to making a positive impact for those in need.



*Glenn Yong (left) and other artists drew large crowds during the live performances at Sands for Singapore Charity Festival*

The three-day charity event held at the Event Plaza from 4 – 6 August saw rousing performances from the APSN Chaoyang School Choir and APSN Chaoyang School Ensemble, followed by the launch of a Sands Cares edition of Spectra, Marina Bay Sands' spectacular light and water show. Seniors from Care Corner Singapore, along with students from Marina Bay Sands' youth mentoring programme in partnership with Care Singapore, enjoyed the entertainment, food and festivities alongside the company of their Team Member befrienders and mentors.

Mr Paul Town, Chief Operating Officer of Marina Bay Sands, said: "Sands for Singapore Charity Festival stands as a testament to our unwavering commitment to our community. This annual event serves as a beacon of hope, uniting us in a shared mission to make a positive impact for those in need. This is why we continuously endeavour to engage our Team Members and the general public in doing good for the community. We are profoundly grateful for the unwavering support from the public and our partners, as we unite in our commitment to uplift lives in Singapore."

## Highlights of Sands for Singapore Charity Festival 2023

### Heartwork: A Community Weaving Studio



*Mr Paul Town, Chief Operating Officer, Marina Bay Sands (right) weaving tapestries with upcycled fabric at Heartwork: A Community Weaving Studio*

A key highlight of this year's Festival was *Heartwork: A Community Weaving Studio*, where Team Members and members of the public came together to weave vibrant tapestries using a traditional floor loom. Infusing sustainability into the ethos of giving back, the tapestries were woven using upcycled linens, uniforms and fabrics sourced from Marina Bay Sands. The completed tapestries will be put up for sale, with proceeds directed towards Art Outreach Singapore to support the local art community.

Ms Mae Anderson, Chairman, Art Outreach Singapore, said: "Heartwork: A Community Weaving Studio beautifully exemplifies the fusion of art and charity, showcasing the power of creativity to make a meaningful impact. Partnering with Marina Bay Sands this year for the Sands for Singapore Charity Festival has granted us an extraordinary chance to champion and rally community support for charities. We worked with Craft Atelier, a local crafting studio, to bring weaving and the experience of using a loom to the public, fostering a closer connection to art. As participants weave using upcycled linens and fabrics from Marina Bay Sands, they not only contribute to sustainability but also work together to create a community tapestry, reminding us of all of the transformative power that art can have in uplifting communities and making a positive impact."

## Giving Marketplace @ Event Plaza



*The Giving Marketplace featured 16 non-profit organisations and social enterprises putting items up for sale*

The Festival saw the return of the Giving Marketplace introduced in 2022. Sixteen non-profit organisations and social enterprises showcased a thoughtfully curated array of products, including some handmade by beneficiaries and specially designed ones to commemorate Singapore's National Day. All proceeds were retained directly by the participating organisations to support their causes.

Ms Katherine Sng, Director of Community Partnerships at SPD, said: "We have been partnering Marina Bay Sands over the past few years in creating disability awareness among their staff and are very happy to be participating in the Sands for Singapore Charity Festival this year."

"Besides the sale of products handcrafted by our artisans with disabilities, we also included disability simulation activities for visitors to our booth to try out. Putting on the vision simulation eyewear allowed users to experience how a person with cataracts views the world, and sorting through items with gloved hands simulates the challenges persons with dexterity challenges face. We hope that these activities provided the participants a better understanding of the challenges persons with disabilities face," she added.

### Community Chest Heartstrings Walk and Vertical Marathon



*Community Chest's Vertical Marathon (left) and Heartstrings Walk (right) took place on 5 August in conjunction with Sands for Singapore Charity Festival*

The 4km Community Chest Heartstrings Walk and its Vertical Marathon - where participating corporates ascended 57 storeys up to the Sands SkyPark – also took place on 5 August under the umbrella of the Sands for Singapore Charity Festival. Co-organised by Marina Bay Sands and the Community Chest, the annual Walk rallied over 5,000 participants to a non-competitive route around the Marina Bay area.

Mr Chew Sutat, Community Chest Chairman, said: "We are very grateful for Marina Bay Sands' sustained strong support in making the Community Chest Heartstrings Walk a success since 2011. In addition to the generous donations and venue sponsorship, its employees also volunteer in various capacities. Furthermore, its signature Sands for Singapore Charity Festival provides a platform to showcase the diverse abilities and talents of special needs trainees. This illustrates their commitment to give to the community holistically and we hope more corporates will be inspired to adopt these sustainable philanthropy practices."

**Amplifying Impact through Team Member Volunteerism**



*Local celebrities Fann Wong and Christopher Lee delivering National Day gift packages and interacting with elderly residents at a nursing home*

With National Day on the horizon, Marina Bay Sands commemorated the Nation's birthday with seniors residing in five nursing homes. Team Member volunteers packed National Day gift packages and handmade over 3,500 greetings cards and included heartfelt messages of cheer for the elderly. Joined by local celebrity couple Christopher Lee and Fann Wong, Team Members also delivered the goodie bags to the five nursing homes over three days.



*Marina Bay Sands' volunteers who painted three AWWA Transitional Shelter units (left)  
Volunteers engaging in stone painting for beneficiaries at Where Families Come Together (right)*

Marina Bay Sands' Team Members also magnified the integrated resort's commitment to do good through a range of volunteering activities. Volunteers cleaned and painted three Transitional Shelter units for families under the care of AWWA, providing them with a more hygienic and pleasant environment to live in.

In the spirit of togetherness, Marina Bay Sands also held a day of activities for beneficiaries of Care Community Services Society, Care Corner and SHINE Children and Youth Services. Titled *Where Families Come Together*, the beneficiaries, consisting of children aged 4 to 12 years old, and their families, enjoyed a visit to *Future World: Where Art Meets Science* at ArtScience Museum, participated in a cupcake decoration workshop led by the Food & Beverage team, explored the MICE Herb Garden through a guided tour, as well as experienced captivating storytelling sessions by our Team Members.

In conjunction with the Festival, Marina Bay Sands will play venue host to the Cerebral Palsy Alliance Singapore's charity dinner on 18 August and the 2023 Singapore Red Cross Humanitarian Conference on 19 August at the Sands Expo & Convention Centre.

#### **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 11,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).

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