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Sands for Singapore Charity Festival 2018 raises S\$3.5 million

Over S\$23 million raised to date through Marina Bay Sands' annual charity event



Marina Bay Sands' President and CEO George Tanasijevich (in grey) and Vice President of Communications Lisa Williamson (in black) with the participants of Play It Forward and Play It Forward Junior at the 2018 Sands for Singapore Charity Festival.

Singapore (29 August 2018) – It was a weekend of festivities and fundraising at Marina Bay Sands' 2018 Sands for Singapore Charity Festival, which concluded on Sunday with **S\$3.5 million** raised for local charities.

This brings the total amount raised through this annual charity event to **S\$23 million** since its inception six years ago. The funds have gone towards supporting a range of causes in Singapore, such as education, special needs and art awareness, benefitting charities such as Community Chest and SPD (formerly known as the Society for the Physically Disabled).

From 24 to 26 August 2018, an array of fundraising activities were held at Marina Bay Sands – from charity challenges and walks to the sale of food and beverage (F&B) by the IR's award-winning restaurants – to engage the public in giving back.

Of greater significance this year was the event's deepened collaboration with charities and social enterprises, in line with its growing focus on community impact. As part of the Festival,

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Marina Bay Sands recently [donated S\\$580,000 to Association for Persons with Special Needs \(APSN\), Cerebral Palsy Alliance Singapore \(CPAS\), AWWA and Singapore Institute of Technology \(SIT\)](#) to fund projects relating to education, housing and transport for beneficiaries.

Beyond cash contributions, the IR also sought to empower the community through the Festival by teaming up with social enterprises such as Singapore Fashion Runway (SFR) and hawker training school Dignity Kitchen. Besides featuring an artwork by a special needs artist from SFR across the event's branding, Marina Bay Sands also hosted trainees from Dignity Kitchen for a special on-the-job training programme with its celebrity chef and signature restaurants.

George Tanasijevich, President and Chief Executive Officer, Marina Bay Sands, said: "We have extended our corporate giving footprint through our annual Sands for Singapore Charity Festival. Our goal is not just to inspire, but to empower those in need. Hence in addition to the Festival's fundraising activities, we also made impactful donations to APSN, AWWA, CPAS and SIT to enable their success in serving their beneficiaries. This year's Festival also marks our first time working with local social enterprises to showcase the skills and talents of their beneficiaries – which in turn created more meaningful exposure for these individuals."

Organised under **Sands for Singapore**, Marina Bay Sands' corporate social responsibility (CSR) programme, the Festival aims to raise funds and awareness for Singapore-based charities by engaging the IR's employees and members of the public in fun and meaningful activities held across the property.

In support of the Festival, over 2,000 Marina Bay Sands' employees also gave their time by volunteering at various community activities organised under Sands for Singapore. This includes career workshops conducted by the IR's Legal and Call Centre departments for aspiring youth, as well as a mass hygiene kit packing activity with global charity Clean the World for beneficiaries of Singapore Red Cross and Food from the Heart.

Artwork by special needs artist Leong Sijun

Amongst the Festival's list of 'firsts' this year is a collaboration with Leong Sijun, a 15-year-old artist with Down syndrome. Through SFR, Marina Bay Sands commissioned Sijun to create an art piece that was featured across the Festival's 2018 branding.



Sijun was joined by David Beckham at the launch of the 2018 Festival, where the football star helped to paint a mock-up of Sijun's original art piece. The recreated art piece was later displayed on the Festival's event booth.

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Sijun's artwork depicts the IR as a 'big ship' that carries and supports the local community through its CSR initiatives. It was displayed across all publicity collateral and event branding this year, and recreated with the help of Sands ambassador and football star David Beckham at the launch event of the Festival on 23 June.

Sijun said: "I love art and craft, and had a lot of fun drawing Marina Bay Sands in my own style. Thank you Sands for Singapore for giving me the chance to showcase my artwork to the public."

F&B training with Dignity Kitchen

Marina Bay Sands also engaged Dignity Kitchen, a hawker training school for disabled or disadvantaged people, for a first-time collaboration with the IR's celebrity chef and signature restaurants.

In the week leading up to the Festival, three trainees from Dignity Kitchen participated in a short on-the-job training programme at db Bistro & Oyster Bar, LAVO Italian Restaurant and Rooftop Bar, as well as The Bird Southern Table & Bar. Under the guidance of Marina Bay Sands' chefs, the trainees learnt more about the workings of a formal, restaurant environment – a fresh change from the usual hawker setting where they work.



Dignity Kitchen trainees Mr Roger Chong (left, in cap) and Madam Tay Lee Keng (right, in black) had the opportunity to pick up new skills and learn new recipes while training at The Bird and db Bistro respectively.

At the end of the programme, the Dignity Kitchen trainees joined the three Marina Bay Sands' restaurants to operate food trucks at the Event Plaza over the Festival weekend. Together with db Bistro, LAVO and The Bird, the trainees prepared and sold award-winning menu items to raise funds for charity.

Mandy Pan, Executive Pastry Chef of db Bistro and mentor to deaf trainee Madam Tay Lee Keng, said: "As a chef, I hardly have the time to volunteer outside of my work. So I'm glad for the chance to contribute through skills-based volunteering as part of the Festival. Despite her disability, Madam Tay and I had no problem communicating thanks to our shared passion for baking. I was very heartened by her enthusiasm and willingness to learn."

Koh Seng Choon, Founder of Dignity Kitchen, added: "Training opportunities, like this one with Marina Bay Sands, are incredibly meaningful for our staff. Not only does it help them gain

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exposure to working in new environments, it also helps to build their confidence for future jobs outside of Dignity Kitchen – which is our ultimate goal for these trainees.”

Highlights of Sands for Singapore Charity Festival 2018

Festival at Event Plaza



The Festival at Event Plaza was well-attended by both members of the public and Marina Bay Sands' Team Members.

In addition to food trucks operated by the IR's celebrity chef and signature restaurants db Bistro, LAVO, The Bird and Bread Street Kitchen & Bar, the *Festival at Event Plaza* at Marina Bay Sands was also abuzz with activity over the event weekend.

Members of the public were treated to free live music performances by solo musicians and local bands Supersonic, 53A and HubbaBubbas, while they enjoyed signature dishes such as meatballs from LAVO and fried chicken from The Bird.



Over 3,600 burgers, beers and more were sold for charity over the three-day Festival.

The family-friendly event also featured free activities such as art jamming, organised with the help of Singaporean social enterprise Art For Good, as well as drone fishing.

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All proceeds collected from F&B sales during the *Festival at Event Plaza* were donated to Community Chest.

Play It Forward & Play It Forward Junior

The Sands for Singapore Charity Festival's signature charity challenge, *Play It Forward*, concluded on a high note on the morning of 26 August – with more than 370 members of the public securing a total contribution of S\$120,000 for 12 different charities.

The fourth edition of *Play It Forward* saw 34 teams representing organisations such as Singapore Association for the Visually Handicapped (SAVH) and Daughters of Tomorrow to complete a series of challenge stations located across Marina Bay Sands – from the Sands SkyPark to the Digital Light Canvas.



Marina Bay Sands' Event Plaza was abuzz with excitement during Play It Forward and Play It Forward Junior on Sunday morning, with both charity challenges flagged off by Mr George Tanasijevich and Ms Lisa Williamson.

A child-friendly version of the charity challenge, called *Play It Forward Junior*, was also held for the second year for kids aged 7 to 12. Following a similar concept to *Play It Forward*, the 25 junior teams secured cash prizes for charities such as Boys' Town and Children's Wishing Well by playing simple games at ArtScience Museum and the Event Plaza.



From balancing acts to selfies, the games required participants to be creative and spontaneous in order to score the highest possible points at each challenge station.

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The winning teams from both the adult and junior races, who represented Daughters of Tomorrow and Children's Wishing Well respectively, also walked away with prizes such as Marina Bay Sands F&B vouchers.

Winning team member Melissa Law said: "It was a really fun and fulfilling Sunday for us, especially since it was all for a good cause. It's the first time participating for quite a few of us, so we certainly didn't expect to win. That was a nice surprise! We also liked that we managed to meet representatives from the charity we were supporting, so that made it all the more meaningful. We hope to be back again next year."

Community Chest Heartstrings Walk and Race to the Sky Vertical Marathon



L-R: Mr Tan Chuan-Jin (in red) together with participants from Metta School atop the Sands SkyPark after completing the Race To The Sky Vertical Marathon; Ms Lisa Williamson (second from left), Mr George Tanasijevich (third from left), Mr Philip Tan, Chairman of Community Chest (in cap), Mr Teo Chee Hean (in grey pants), Mr Desmond Lee (third from right) and Mr Tan Chuan-Jin (second from right) flagging off the 2018 Community Chest Heartstrings Walk.

Over 8,000 members of the public turned up for the Community Chest Heartstrings Walk, co-organised annually by Marina Bay Sands and Community Chest as part of the Sands for Singapore Charity Festival. This year's event also marked Community Chest's 35th anniversary, commemorated through signature activities such as the 4-km Fun Walk around Marina Bay, a Family Carnival at the Event Plaza, and the 'Race to the Sky' Vertical Marathon up 57 storeys of Marina Bay Sands' Hotel Tower 3.



L-R: The inclusive walk saw a mix of participants from the public, corporates and social service users; Mr Teo Chee Hean and Mr George Tanasijevich penned down messages in honour of ComChest's 35th anniversary.

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With Mr Teo Chee Hean, Deputy Prime Minister and Coordinating Minister for National Security, Mr Tan Chuan-Jin, Speaker of Parliament and Advisor of National Council of Social Service, and Mr Desmond Lee, Minister for Social and Family Development and Second Minister for National Development in attendance, the event raised over S\$1.65 million for social service users of Community Chest.

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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, a theatre and an outdoor event plaza. 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. Besides working with our designated charities, we further support beneficiaries including those related to youth and education.

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