



**FOR IMMEDIATE RELEASE**

## **Underprivileged Kids to Play for Free on Sentosa** **Asia's Favourite Playground and its Island Partners open their doors for charity**

Singapore, 5 September 2011 – As part of its new charity initiative "Sentosa Gives", Sentosa, along with its Island Partners, is hosting over 1,900 underprivileged kids for a fun day out on the island.

From 5 to 9 September 2011, these children and youths, most of whom are aged five to 17, will be treated to the *Sentosa Experience*, one of the four exciting activities under *Sentosa Gives*. Over the five days, they will enjoy free visits and rides at a variety of attractions, such as Butterfly Park and Insect Kingdom, Sentosa 4D Magix, Wave House Sentosa and Gogreen Segway, as well as savour delicious meals and snacks on the island.

These kids, who are under the care of 26 Voluntary Welfare Organisations (VWOs) supported by the National Council of Social Service (NCSS) and Community Chest, come from low-income families.

"Since 1972, Sentosa has been an iconic playground for guests of all ages, offering them many fun moments of playing and bonding. As we continue to refresh our island, we make it our priority to stay relevant and connected to the local community," said Mike Barclay, Chief Executive Officer, Sentosa Development Corporation (SDC). "*Sentosa Gives* was born out of our wish to give back and provide a helping hand to society. We hope to create opportunities for the less fortunate among us to experience the island, and form fun memories to take away with them. We are delighted that our Island Partners share this vision with us."

"The *Sentosa Gives* project is Community Chest's first major collaboration with SDC. We would like to thank SDC for initiating such a large-scale fund-raising project, which includes a Buskers Festival, charity dinner and charity golf, to galvanise public support to raise much needed funds for Community Chest. We are grateful to SDC for their heart-warming and thoughtful gesture in sponsoring packaged tours for over 1,900 beneficiaries under Community Chest and NCSS, giving these children and youths the opportunity to enjoy a fun-filled day at Sentosa. We also hope that members of the public can donate generously while enjoying performances by international buskers during the Buskers Festival as the funds raised will go towards providing education and therapy for children with special needs and counselling services for at-risk youths," said Ms Tan Bee Heong, Director of Community Chest.

### **Free Island Admission & Other *Sentosa Gives* Activities**

The inaugural *Sentosa Gives* is held in partnership with NCSS and Community Chest, and will take place from 3 to 11 September 2011.

In addition to *Sentosa Experience*, the initiative comprises a day of free island admission\* for the public and two fundraisers – the Sentosa Buskers Charity Dinner and Sentosa Charity Golf.

Come 10 September 2011 (*Sentosa Day*), Sentosa will waive island admission for all guests who enter Sentosa via the Sentosa Boardwalk and Sentosa Express from 7am to 11.59pm. Guests can also catch the fascinating performances of international buskers at the Sentosa

Buskers Festival 2011 and do their part for charity by donating generously after each performance.

All proceeds from *Sentosa Gives* will go towards Community Chest and the 70 charities under its care.

Sentosa Gives at a Glance

<b>Activity</b>	<b>Date</b>	<b>Venue</b>	<b>Charity Component</b>
Sentosa Buskers Charity Dinner	2 September 2011	Sentosa Pavilion, Sentosa Golf Club	Funds raised through the sale of dinner seats
Sentosa Charity Golf	5 September 2011	Serapong Course, Sentosa Golf Club	Funds raised through the sale of golf flights
Sentosa Experience	5 to 9 September 2011	Various locations on Sentosa	Over 1,900 kids to visit the island for free
Sentosa Day	10 September 2011	*via the Sentosa Boardwalk and Sentosa Express	Funds raised through donations at the Sentosa Buskers Festival 2011

For more information on *Sentosa Gives*, members of the public can contact 1800-SENTOSA (736 8672).

*\*Free island admission is applicable to entry via the Sentosa Boardwalk and Sentosa Express from 7am to 11.59pm only; vehicular charges for drive-ins still apply.*

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**SENTOSA'S CSR EFFORTS**

Over the years, SDC has been active in its corporate social responsibility efforts, focusing on both green efforts and working with various charitable organisations.

Community Outreach

In 2010, SDC signed a Memorandum-of-Understanding with the APSN Tanglin School, a school for youths with special needs. By tapping into its resources, SDC now works closely with the school's committee, to offer Sentosa as a living classroom for the students. Some of the activities that Sentosa has held for the APSN Tanglin School include work experience programmes, career talks, internships and outings to the island.

SDC's subsidiaries have also done their bit for charity. The Mount Faber Leisure Group pledged part of its proceeds from VIP Cable Car rides to the MILK (Mainly I Love Kids) Fund. The Sentosa Golf Club has also hosted a number of charity golf tournaments, including the Caritas Singapore Community Council Golf Day in July 2011 and Great East Japan Earthquake/Tsunami Relief Fund Raising Charity Golf 2011 in April this year.

Green Efforts

Home to Singapore's largest collection of heritage trees, Sentosa is committed to preserving and enhancing the island's natural environment through active reforestation and test-bedding green technologies. Since 2007, Sentosa has invested \$650,000 in its reforestation project that has seen the planting of some 23,000 plants and species, including over 1,400 trees that have been planted by schools, youth organisations and companies in Sentosa's "Grow Our Nature Heritage" programme.

In addition to the reforestation programme, Sentosa also has ongoing collaborations with the Nanyang Technological University and other partners to test-bed green technologies, such as a tidal generator that harnesses tidal energy for electricity, a water catchment balloon for plant irrigation at Sentosa Cove, electric vehicles and LED streetlights.

### **ABOUT SENTOSA ISLAND**

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation also manages the Southern Islands, and owns Mount Faber Leisure Group which runs Singapore's only cable car service.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences - making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. Offering Singapore's only truly oceanfront residences, Sentosa Cove is fast becoming the world's most desirable address.

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Since 2006, Asia's richest national open, the annual Barclays Singapore Open, has teed off on The Serapong with star-studded line-ups featuring international players and golf professionals from Asia, Europe and the USA playing to nail-biting finishes.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play.