



**Suntec**  
S I N G A P O R E  
International Convention &  
Exhibition Centre

## **MEDIA RELEASE**

### **Suntec Singapore – In the Dark for Earth Hour Joins Iconic Landmarks around the World in Pledging Support for our Planet**

**Singapore, 22 March 2010** – For the third consecutive year, Suntec Singapore is going dark to become green.

Along with other iconic landmarks around the world and the island, Suntec Singapore will be shrouded in darkness on Saturday March 27 from 8.30pm to 9.30pm. It will turn off key lighting elements and non-essential lightings in its property in a joint global call to action.

Preparations at Asia's leading convention centre, which started supporting this initiative in 2008, are in full swing. The venue will stand in solidarity with the rest of the world by switching off the following key elements:

- Outdoor gigantic electronic board measuring 13.9m by 10.6m,
- 2 indoor electronic boards,
- Multi-coloured lights from its iconic sails on the roof of the convention centre,
- Column lights in multiple coloured combinations along the driveway of the convention centre
- Lights for its lobby's cascading water feature,
- Its two famed restaurants Pearl River Palace and Joaquim Restaurant will also be dimming the lights in the restaurants

Additionally, Suntec Singapore is also bringing the message to its employees by:

- Having a pre-Earth Hour initiative on Friday the 26th at its employees' cafeteria *Sunspot* – where they will dine with the lights dimmed.
- Reminding all staff about the symbolic event and play their part by observing and switching off on Saturday the 27<sup>th</sup> - that their action is important and that little steps add up to make a big difference.

“At Suntec Singapore, we are continually striving to live up to our commitment to be responsible business owners. It is only through our actions that we make a difference. As a leader in the MICE industry, we must set the pace for these global efforts within the hospitality and MICE industry so that we can all work towards a committed call to finding solutions for climate change,” said Pieter Idenburg, CEO of Suntec Singapore.

Suntec Singapore, established since 1995, has demonstrated its environmental leadership in the MICE and tourism industry by investing in green initiatives from the onset. Its concern for the environment was already a consideration in the management of its business. The pipes in the convention centre's roof collect rainwater to irrigate the plants in the vicinity. Other initiatives include comprehensive recycling efforts with SembCorp Environmental Management (SembCorp) to boost recycling efforts and increase energy conservation within its venue and the recycling its waste vegetable oil into biodiesel – a partnership with Alpha Biofuels - where its used cooking oil is being collected and converted into green bio diesel. It has also started partnering with committed partners to promote sustainable practices in the meetings industry.

Earth Hour is an initiative that began in Sydney in 2007 and involves architectural landmarks across the globe such as the Golden Gate Bridge in San Francisco, Chicago's Sears Tower, New York's Empire State Building, CN Tower in Toronto, Rome's Colosseum and the Eiffel Tower in Paris. Last year, over 4000 cities in 88 countries officially switched off to pledge their support for the planet, making it the world's largest global climate change initiative.

## **About Suntec Singapore**

Suntec Singapore is a world-class venue located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of versatile floor space over six levels, this award-winning facility can cater to events from 10 to 20,000 persons. In addition, Suntec Singapore - Asia's Convention City offers direct access to 5,200 hotel rooms, 1,000 retail outlets, 300 restaurants, 6 museums and the region's newest centre for the performing arts, Esplanade - Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

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