



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

MEDIA RELEASE

Suntec Singapore Spreads Holiday Cheer Join Hands with Boy's Brigade on its Holiday Program

Singapore, 22 November 2010 – This holiday season, Suntec Singapore will be filled with the spirit of giving as the venue teams up with the Boy's Brigade for its '***Have a Heart, Share a Gift***' charity project.

"As organizations and individuals begin to prepare for the year-end festivities and families gather to celebrate the upcoming holiday season, Suntec Singapore has once again demonstrated its dedication and commitment to think of the community and those in need," said Pieter Idenburg, Chief Executive Officer of Suntec Singapore. "This year, we want to be involved in a project that benefits the wider community. We are happy to partner the Boys Brigade in their very established holiday program, reaching out to the many beneficiaries that have come to depend on the goodwill efforts of the public."

The Boys' Brigade (BB) is an interdenominational Christian youth organisation, conceived by William Alexander Smith to combine drill and fun activities with Christian values in 1883 in Glasgow. In Singapore, the Boys' Brigade was organised in 1930 by former BB members of the South China Battalion who escaped from Swatow, China during the occupation of the region by the Chinese Communist Party. It currently has about 6,500 members.

The annual Boy's Brigade Have a Heart, Share a Gift project has been bringing cheer to the less fortunate for the past 22 years, reaching out to some 29,000 beneficiaries.

Those interested in donating can drop off basic food and household items¹ at Suntec Singapore.

Details as follows:

Date: 25 November to 20 December 2010

Time: 11am to 8pm

**Place: Suntec Singapore International Convention and Exhibition Centre
Lobby, Level 1**

Additionally, from 13 – 24 December 2010, the convention centre will be alive with the sound of music as we bring you a medley of piano accompaniment daily at 12.30pm and 6.30pm.

As a socially responsible organization, Suntec Singapore is constantly embarking on initiatives and taking an active stand towards issues on business ethics and socially responsible management. The venue has a strong corporate social responsibility programme that includes environment, community, education and the arts.

This holiday season, the venue will also host the annual Make-a-Wish Foundation Christmas Party where its ballroom will be transformed into a carnival wonderland filled with activities that will include face painting, sand art, roving clowns, carnival game stalls, giant inflatable bouncing castle, enchanting carousel, chair swing and F1-inspired tracks with motorised cars and bikes. Suntec Singapore has been a long-standing partner of Make-A-Wish Foundation since 2008. It has over the years supported the organisation in granting wishes to children with life-threatening diseases and helping to fulfil the wishes of children's dream into magical experiences.

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¹ Consumable food items: rice, oil, sugar, biscuits, cereals, powdered milk, canned food, instant noodles. Household items: toiletries (shampoo, soap, toothbrush, toothpaste) and diapers (children and adult).

Please help us to ensure that food items can still be consumed. Gifts should preferably be new. In the interest of safety, damaged gifts and expired food will be discarded.

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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