



**Suntec**  
SINGAPORE  
International Convention &  
Exhibition Centre

## **MEDIA RELEASE**

### **The Singapore Garden Festival Returns in Full Bloom at Suntec Singapore**

**Singapore, 14 July 2010** – Suntec Singapore is in full bloom once again as Singapore's favourite garden show, the Singapore Garden Festival returns.

For just one week, from 15 – 22 July 2010, the venue will be magically transformed into a wonderland of spectacular garden, packed with award-winning and spectacular floral creations showcasing the works of internationally renowned garden and floral designers.

Set to be more spectacular than before – the premier exposition of flowers and garden design, techniques and products, filled with overflowing exotic plants and flowering blooms will enthrall all flower aficionados, excite gardeners, hobbyists, home owners and even families seeking out a day of fun and enjoyment.

This year, the event looks set to charm visitors once again with amazing garden displays such as the 2.5 tonnes, 5 metres tall "The Man Who Planted Trees" effigy centrepiece, unusual plant and floral varieties, innovative and eco-friendly gardening initiatives among others. While taking in the scent and the riot of colours, visitors can also pick up garden tools, flowers, seeds and shop at the supermarket garden for farm fresh produce.

Additionally, for the first time, visitors and guests to the show are encouraged to bring their very own home-grown vegetables and/or fruits for the Big Salad Party, where Suntec Singapore's award-winning Chef Alfred Lee will toss, dice and drizzle the produce into healthy salads.

The massive festival will take ten days of setting up and extensive dedicated man-hours to turn approximately two hectares into a delightful and lovely 'garden in the city'.

The festival will commence with a gala dinner with President S R Nathan as the Guest-of-Honour. More than six hundred guests from the business community will grace the event, where a team of celebrity Chefs including Suntec Singapore's very own Chef Alfred Lee will whet the appetites of the guests.

"It is a pleasure for our team to work with the National Parks Board in creating a sanctuary for the senses, bringing a burst of colours to our venue. This year's show promises to be even more vibrant, colourful and exciting – truly a delight for all visitors," said Pieter Idenburg, CEO of Suntec Singapore. "We congratulate the National Parks Board once again in creating and hosting a magnificent show that is held in wide anticipation by all."

Suntec Singapore, opened since 1995, has made its mark in hosting a myriad of iconic events of diverse nature within its premier convention facility – transforming itself to suit a multitude of events from the APEC 2009 Leaders Week, a 500 table dinner for 5,000 guests to a flourishing garden in the city and a sporting venue where it will host 6 sporting competitions for the Youth Olympic Games in August – within a year.

Riding on its versatile and flexible space, the 100,000 square metres facility has consistently been recognised as one of the leading convention centres in Asia.

This is the third time the venue will play host to the Singapore Garden Festival, which is expected to "wow" 300,000 local and overseas visitors throughout the week. Show hours are 10:00 AM to 10:00 PM, Monday through Sunday. Adult admission is \$8 weekdays and \$12 weekends. Tickets for children, students and senior citizens are \$5 weekdays and \$8 weekends. For more information, please log on to [www.singaporegardenfestival.com](http://www.singaporegardenfestival.com)

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## **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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