



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

MEDIA RELEASE

Suntec Singapore Warmly Embraces the “Hugging Saint”

Singapore, 27 March 2009 – Suntec Singapore International Convention & Exhibition Centre, Asia’s leading MICE (meetings, incentives, conventions & exhibitions) centre is honoured to join a multitude of devotees in welcoming the “Hugging Saint” from 28 to 30 March 2009.

The “Hugging Saint”, also known lovingly as Amma (mother), is recognised for the hugs she gives to those who seek an audience with her. She is seen as the quintessence of unconditional love. She hugs to spread the idea of motherly love and compassion and through her expression, hopes to comfort wounded hearts.

Preparations are in full swing for Amma’s visit where hundreds of devotees are expected to fill Suntec Singapore’s 3,300 square metres convention hall, which will be transformed into an ashram.

“We are honoured to welcome the “hugging saint” to Suntec Singapore. Amma’s spiritual and humanitarian works and her outreach have brought her stature on the world stage. Her popularity has traversed the world and Suntec Singapore is proud to be the venue for the healing of thousands and thousands,” commented Anjna Nihalani, Director of Marketing & Communications at Suntec Singapore.

“We are delighted that Amma has decided to return to this region. Suntec Singapore has responded to the challenge and has worked closely with us in making this reality come true. Her visit is also timely, especially when her loving hug could lift the spirits of many in these current economic times,” said Rajan Menon, Chairman of Amriteswari Society, who is responsible for her homage.

Born Mata Amritananadamayi Devi, Amma is identified as the Mother of Compassion. Since 1987, she has hugged over 25 million people across the globe and has been invited to the world podiums such as the United Nations General Assembly, the Parliament of World Religions and countless religious interfaith gatherings.

Amma will lead a series of darshan (hug-blessings), bhajan (devotional songs) and meditations during her 3-day visit here.

For more information, please log on to www.amma.org.sg or www.amritapuri.org

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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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