

MEDIA RELEASE



COMCHEST HEARTSTRINGS WALK 2011 TO KICK-START FUND-RAISING EFFORTS FOR FY2011

SINGAPORE, MAY 13, 2011 – For the first time, Community Chest will be partnering Marina Bay Sands to organise the ComChest Heartstrings Walk 2011 @ Marina Bay on 22 May 2011. To date, about 2,500 people have signed up for the Charity Fun Walk. Community Chest hopes to attract 2,500 more participants to sign up.

“We appeal to the public to sign up for the Charity Fun Walk and play a part in helping the less fortunate in society. We hope to raise over \$800,000 with the support of corporations and individuals. Participants can look forward to a scenic 4km route around the Marina Bay and have fun at the carnival,” said Ms Tan Bee Heong, Director of Community Chest.

As the first major fund-raising event for Community Chest this financial year, Community Chest hopes that more will respond to its appeal to kick-start its year-long fund-raising efforts to reach the target of \$55.7 million, that will go towards helping 300,000 beneficiaries under its care.

The walk will take place around the Marina Bay – the focal point of our city’s urban redevelopment efforts and the bay for the nation and our people. It will start and end at the Event Plaza of Marina Bay Sands. Participants will go past iconic landmarks like The Helix bridge, Esplanade Theatres on the Bay, Marina Bay City Gallery and Merlion Park, which is made possible with the support from the Urban Redevelopment Authority. Those interested to register for the walk can find more details online via the Heartstrings Walk’s website at www.comchest.sg/heartstrings.

A new element, the vertical marathon, has been added to this year’s Heartstrings Walk to encourage corporate partners to make a donation and at the same time, engage their staff in participating for a worthy cause.

Mr George Tanasijevich, Interim Chief Executive Officer (CEO) of Marina Bay Sands, Managing Director of Global Development of Las Vegas Sands Corp., and Chairman of the ComChest Heartstrings Walk 2011 @ Marina Bay organising committee, said, "Marina Bay Sands is proud to partner with Community Chest to organise the Heartstrings Walk 2011 @ Marina Bay. This year, we have upped the ante by introducing a new vertical marathon component to reach out to sports enthusiasts in Singapore. For the first time, participants who enjoy the adrenaline rush of a competitive race will be able to climb 57 storeys to our Sands SkyPark."

Corporate teams at the vertical marathon will climb Tower Three at the Marina Bay Sands Hotel and end off at the Sands SkyPark (Level 57). A total of 21 teams will be at the starting line come 22 May.

"Participating in ComChest Heartstrings Walk @ Marina Bay 2011's Vertical Marathon to us, City Gas, is engaging in charity with a challenge. Running up 57 storeys is no easy feat. The teams have been training tirelessly almost every day, be it as a group or individually. Instead of sending just one team, we are glad that two teams of our City Gas staff have stepped forward in the name of charity, community and health! City Gas believes in building teamwork in the workplace and we are glad to enhance this bond in this unique charity event," said Mr Ng Yong Hwee, CEO of City Gas Pte Ltd.

ComChest Heartstrings Walk 2011 @ Marina Bay will also include a carnival at the Event Plaza in front of Marina Bay Sands where the public can enjoy performances like cheerleading, samba percussion, dance and X-treme skipping, tasty treats by Rasapura Masters and fringe activities like face painting, sand art and shoulder massage.

Details of the ComChest Heartstrings Walk 2011 @ Marina Bay are as follows:

Event: Charity Fun Walk

Date: 22 May 2011 (Sunday)

Start Time: 7.30am

Venue: Marina Bay Sands, Event Plaza (Level 1)

Fee: \$10 per participant (Includes a free goodie bag)

Registration: See details online at www.comchest.sg/heartstrings

Event: Vertical Marathon

Date: 22 May 2011 (Sunday)

Start Time: 7am

Venue: Marina Bay Sands Hotel, Tower Three

The funds raised by Community Chest will benefit children with special needs, youths-at-risk, persons with disabilities, lonely and frail elderly and families in need.

Attached for your reference are detailed information for the walk and vertical marathon.

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Community Chest

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that fund-raising and other operating costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as www.comchest.org.sg and www.vpost.com.sg, through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's SHARE programme (the sign-up form is available at www.comchest.org.sg) where one can make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor Event Plaza. Its two theaters showcase a range of leading entertainment acts, including the resident performance "The Lion King". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

Urban Redevelopment Authority

The Urban Redevelopment Authority (URA) is Singapore's national land use planning and conservation agency. URA's mission is "to make Singapore a great city to live, work and play in". We strive to create a vibrant and sustainable city of distinction by planning and facilitating Singapore's physical development in partnership with the community. URA is the main land sales agent for the state and the development agency for Marina Bay. Our multifaceted engagement strategy includes the sale of state land to attract and channel private capital investment to develop sites for meeting our land use needs. To create an exciting cityscape, URA also actively promotes architecture and urban design excellence. For more information, please visit us at www.ura.gov.sg.

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About the Vertical Marathon

Corporate teams will climb a total of 57 storeys of Tower Three at Marina Bay Sands Hotel and the finishing point will be at the Sands SkyPark at Level 57.

Corporations that have made an outright donation of \$2,000* can send a team of four who are at least 18 years old to participate in the inaugural vertical marathon. There is no limit to the number of teams that each company can send. A total of 21 teams from 12 organisations will be at the starting line come 22 May.

Each participant will be given a race bib with a timing chip to capture his/her timing. Each member of the team with the shortest combined timing to complete the vertical marathon will win a pair of tickets to “The Lion King” musical and a pair of shoes sponsored by Skechers. Members of the teams who finish as first and second runners-up, as well as the male and female participants with the fastest time, will each receive a pair of shoes sponsored by Skechers.

Participants can also visit food and beverage stalls and enjoy performances and fringe activities at the Event Plaza.

More information on the vertical marathon will be provided at the point of registration.

* All outright donations are entitled to a tax deduction of 2.5 times of the donation amount.