

MEDIA RELEASE



FIRST VERTICAL MARATHON TO SANDS SKYPARK TO RAISE FUNDS FOR CHARITY

Comchest Heartstrings Walk 2011 to attract more than 5000 walkers and raise \$800,000

SINGAPORE, APRIL 21, 2011 – Community Chest partners Marina Bay Sands for the first time to organise the ComChest Heartstrings Walk 2011 @ Marina Bay, which will be held on 22 May 2011. In addition to the Charity Fun Walk, this year's Heartstrings Walk will include a vertical marathon to encourage corporate partners to make a donation and extend a helping hand to the beneficiaries of Community Chest.

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

Community Chest aims to attract 5,000 people to sign up for the walk which 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 and Merlion Park, which was made possible with the support from the Urban Redevelopment Authority (URA). Members of the public can register for the walk online via the Heartstrings Walk's website at www.comchest.sg/heartstrings.

Mr George Tanasijevich, Interim Chief Executive Officer 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. The Marina Bay area boasts Singapore's most iconic landmarks and we look forward to joining Singaporeans from all walks of life in the fun family charity walk. 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,

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participants who enjoy the adrenaline rush of a competitive race will be able to climb 57 storeys to our Sands SkyPark. In addition to fantastic prizes, they will also have the opportunity to enjoy the best views of Singapore.”

Corporate teams at the vertical marathon will climb a total of 57 storeys of Tower Three at the Marina Bay Sands Hotel and end off at the Sands SkyPark (Level 57). The vertical marathon is open to organisations that can make an outright donation of \$2,000 to send a team of four. Community Chest hopes to attract 400 participants to put their best foot forward at the inaugural vertical marathon.

Ms Helen Harjanto, an employee at Marina Bay Sands and a vertical marathon participant, said, “I am excited about the vertical marathon to Sands SkyPark. While I work here and have visited the SkyPark before, I have never had to take the stairs! To prepare for this challenge, I am doing regular runs around my neighbourhood and at East Coast Park. It’s not about winning the race but playing the game as best as I can.”

ComChest Heartstrings Walk 2011 @ Marina Bay will also have 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: Sign up online at www.comchest.sg/heartstrings (Registration ends 11 May 2011)

Event: Vertical Marathon

Date: 22 May 2011 (Sunday)

Start Time: 7am

Venue: Marina Bay Sands Hotel, Tower Three

Registration: Email contact details to Ms Ngiam Huey Huey (Manager, Donor Relations) at ngiam_huey_huey@ncss.gov.sg or contact her at 6210 2707 (Registration ends 27 April 2011)

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.

For media enquiries, please contact:

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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.

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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.

Registration is open to corporations that can make an outright donation of \$2,000* to send a team of four who are at least 18 years old. There is no limit to the number of teams that each company can send. Deadline for registration is 27 April 2011.

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.