



## **Sentosa marks start of 40<sup>th</sup> Anniversary celebrations with a new *family entertainment* attraction on Palawan Beach**

- ***Singapore's first kids club by the beach opens***
- ***Treats for visitors as Sentosa Island turns 40 in September***

**Singapore, 14 April 2012** – Sentosa marked the start of celebrations for the island's 40<sup>th</sup> anniversary by adding another attraction to its growing list of entertainment for leisure seekers. Located on Sentosa's Palawan Beach<sup>1</sup>, the Port of Lost Wonder (P-O-L-W) was officially opened today by Mr S Iswaran, Minister in the Prime Minister's office and Second Minister for Trade and Industry and Home Affairs. Sentosa's 40<sup>th</sup> Anniversary logo was also unveiled at the event.

### **Port of Lost Wonder**

P-O-L-W is Singapore's first kids' club by the beach. Spanning 6,177 square metres, it features a pirate ship water-play area, picnic decks, outdoor play areas for toddlers, F&B and retail outlets as well as indoor and outdoor activities specially created by P-O-L-W's Wonder Crew. In the evenings, the P-O-L-W becomes a spot for dining and relaxation.

"Today, many of the attractions along our beaches are tailored for older children, teenagers and adults. The opening of P-O-L-W marks the first step in our plan to reinforce Palawan Beach's status as a must-visit destination for parents with young children. By opening a supervised water-play zone by the beach but away from the open sea, we are encouraging children to have wonderful adventures in a safe, gated environment," said Mike Barclay, CEO of Sentosa Development Corporation (SDC).

"P-O-LW is a port for little people aged three to ten years old. It is designed to take the children away from the complicated world of school and digital games. We will fill their time with moments of

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<sup>1</sup> Palawan Beach is one of Sentosa's three beaches. The other two are Tanjong Beach and Siloso Beach. Together, they form Sentosa's southern coastline. With a unique identity each, the three clusters form a compelling 3.2km stretch of beachfront entertainment that attracts more than 5.7 million visitors annually (or 1 out of every 4 island guests).

wonder, curiosity and independence which we will create through simple activities that encourage them to enjoy socialising”, explained Norashiqin, a member of the Wonder Crew.

Featuring indoor and outdoor facilities to enhance the family experience at Palawan Beach, P-O-L-W is part of a rejuvenation plan for Palawan Beach as a family entertainment zone along Sentosa’s 3.2km southern coastline. P-O-L-W and the landscaped walkway called Palawan Link were built at a cost of S\$13 million. Additionally, an indoor Family Entertainment Centre will be built under the overall rejuvenation plan.

### **Changing the way people play - the last 40 years and beyond**

The opening of P-O-L-W marks the start of Sentosa’s 40<sup>th</sup> anniversary celebrations, in recognition of the island being established as Singapore’s iconic playground on 1 September 1972. To commemorate Sentosa’s Ruby anniversary, four months of activities, programmes and promotions have also been lined up from May to September 2012<sup>2</sup> for the public to enjoy and participate in the celebration. In addition, to support the growing number of visitors to Sentosa, SDC will continue to further enhance the island’s infrastructure in order to always ensure a good overall experience for its guests.

“Since its inception in 1972, Sentosa Development Corporation has sought to stay true to its mandate of developing Sentosa as Singapore’s leisure and lifestyle destination for locals and foreign guests”, said Mike Barclay.

“The island’s steady evolution over the last four decades has been guided by thoughtful master planning. We are very proud that Sentosa has been enjoyed by almost 150 million visitors from all over the World, and we remain mindful of our duty to handle the island’s future transformation with all due sensitivity and care.”

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<sup>2</sup> Information on promotions and activities for SDC’s 40<sup>th</sup> Anniversary Celebration can be found separately in the Fact Sheet.