



Media Release

Search for the Most Fun-Deserving Singaporeans *Sentosa celebrates Singaporeans through the Fun Movement*

Singapore, 27 May 2015 – Known for leading hectic and stressful lifestyles, Singaporeans have been found to lack work-life balance¹ and quality family time². To encourage them to take a break from their busy routines by doing something fun with their loved ones, Sentosa has launched a Fun Movement today.

The Fun Movement seeks to identify Singaporeans who most deserve to take a break through public nominations. The nation-wide search for these individuals will take place from 27 May to 28 June 2015. Members of the public will be able to nominate³ their family members, friends or anyone they think deserves a break from their busy lives to join this Fun Movement and stand them a chance to have a great fun time out on Sentosa.

Elaborating on the idea behind the Fun Movement, Ms Susan Ang, Divisional Director of Sentosa Development Corporation's Island Investment and Branding team said "Sentosa is a favourite recreational place for Singaporeans and holds special memories for many of them⁴ Through the Fun Movement, we hope to create more opportunities for everyone to rediscover the island and build new memories at the same time.

"This initiative to strengthen Sentosa's connection with Singaporeans also ties in with our island resort's SG50 celebrations. We hope to recognise the dedication and spirit of everyday Singaporeans who, in their own ways, have contributed to the growth and development of Singapore," she added.

¹ Morgan McKinley Working Hours Survey 2014

² Families for Life Council Poll in September 2014

³ Nominations can be made via the Fun Movement website (www.sentosa.com/funmovement) or via mobile Fun Booths (Refer to Annex for Mobile Fun Booth schedule)

*Nomination period begins on 27 May 2015, 9.00 am and ends on 28 June 2015, 11.59 pm

⁴ SG Heart Map Project – a compilation of 50 favourite places in Singapore which hold the most significance to Singaporeans

The Search for the Most Fun-Deserving Individuals

Drawing inspiration from real-life stories, the Fun Movement will kick-off with the launch of two micro-films featuring the story of two Singaporeans – taxi driver Hui Chee Wan, 51, and healthcare giver Indra S. M. Theva, 41, who have committed their lives in the service of others.

The videos also showcase a surprise planned for them to have a moment of fun on Sentosa with their loved ones. Through the videos, Sentosa hopes to encourage the public to send in their nominations of people who, like Mr Hui and Ms Indra, are deserving of a fun break. (Please refer to the Fun Movement factsheet for more information).

From 27 May to 28 June 2015, members of the public will be able to submit nominations of family, friends or anyone they think deserves a break from their busy lives. In efforts to remind Singaporeans to reconnect with fun, Sentosa will be bringing fun to the heartlands with roadshows at NEX Mall on 30 and 31 May 2015 and Temasek Polytechnic on 2 and 3 June 2015.

A specially-formed selection committee will shortlist 20 nominees for the public to vote on. Members of the public can vote from 3 – 16 July 2015 via the Fun Movement website (www.sentosa.com/funmovement). Five Singaporeans with the highest number of public votes will enjoy a fun day out on Sentosa to rediscover fun and bond with their family and loved ones.

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About Sentosa

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation also manages the Southern Islands, and owns Mount Faber Leisure Group which runs Singapore's only cable car service.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences - making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. Offering Singapore's only truly oceanfront residences, Sentosa Cove is fast becoming the world's most desirable address.

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. In 2013, Sentosa Golf Club hosted the HSBC Women's Champions, featuring some of the world's best female golf professionals. This prestigious ladies event will continue teeing off at the Serapong till 2015.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit www.sentosa.com.sg.

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