



FOR IMMEDIATE RELEASE

Asia's Favourite Playground honoured with nine Pinnacle Awards

Singapore, 11 October 2011 – Sentosa has received international recognition yet again, attaining nine prestigious Haas & Wilkerson Pinnacle Awards for its outstanding events, programming and promotions at the 56th Annual IFEA Convention & Expo in the United States this month.

Organised by the International Festival and Events Association (IFEA), the annual industry awards honour exceptional festivals, events and promotions from around the world.

The resort destination is one of only two local winners (alongside the World Gourmet Summit) this year, and has received six more Pinnacle Awards than in 2010 – a total of six Gold awards, two Silver awards and one Bronze award in a variety of categories. Other winners of the Pinnacle Awards hail from the United States, Canada, South Korea, Poland, Slovenia and the Sultanate of Oman.

“We are truly honoured to have received these Pinnacle Awards, which come as international recognition of our efforts to continually refresh our leisure and lifestyle offerings,” said Mike Barclay, Chief Executive Officer, Sentosa Development Corporation. “Guests can look forward to more exciting entertainment and leisure choices next year, as Sentosa celebrates its 40th year as one of the world’s most iconic playgrounds.”

MEDIA RELEASE

Out of the nine Pinnacle Awards received, three were presented to Sentosa's family-focused events and programming:

- **R.A. in the Gifts of Mother Nature:** Sentosa's year-end recycling programme struck Gold for "Best New Event", after creating beautiful sculptures out of recyclable materials and teaching guests to reuse material in a fun way
- **Storytelling Comes Alive:** Sentosa's popular interactive storytelling event bagged a Pinnacle Award for the second year – a Silver award for "Best Children's Programming"
- **Sentosa Flowers 2011:** The annual Lunar New Year floral extravaganza blossomed with a record 690,000 visitors and a Bronze award for "Best Event (within an existing festival)"

Sentosa's publicity efforts were also recognised with Gold awards for "Best TV Promotion (ad spot or PSA)", "Best Ad Series", "Best Organizational Website" and "Best Event Website" for the Siloso Beach Party's website.

Scoring success on the social media front as well, the island stood out from the competition with a Gold award for "Best Social Media Site" and a Silver award for "Best Miscellaneous Multimedia" for its Facebook page and MySentosa mobile application respectively.

As the premier international competitive platform for event producers, the Pinnacle Awards receives numerous submissions from around the world each year and are awarded by a judging panel of eminent industry professionals.

The awards are also a reflection of the island's popularity and appeal among families, youth and the discerning as Asia's favourite playground. With a wide range of themed attractions and family entertainment, a vibrant beach lifestyle, and a growing array of dining choices, visitor numbers to Sentosa more than doubled to 19.1 million in 2010.

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List of Pinnacle Awards

2011

- Gold – Best TV Promotion (ad spot or PSA)
- Gold – Best Event Website, Siloso Beach Party 2010
- Gold – Best Organizational Website, www.sentosa.com
- Gold – Best Social Media Site, Sentosa’s Facebook page
- Gold – Best Ad Series
- Gold – Best New Event, R.A. in the Gifts of Mother Nature
- Silver – Best Miscellaneous Multimedia, MySentosa mobile application
- Silver – Best Children’s Programming, Storytelling Comes Alive!
- Bronze – Best Event (within an existing festival), Sentosa Flowers 2011

2010

- Gold – Best Children’s Programming, Storytelling Comes Alive!
- Silver – Best Event (within an existing festival), Siloso Beach Party
- Silver – Best Event Website, Siloso Beach Party

2009

- Gold – Best Single Magazine Display Ad, Barclays Singapore Open 2008
- Gold – Best TV Promotion, Siloso Beach Party 2008
- Gold – Best Outdoor Billboard, Harbourfront Rotunda
- Silver – Best Street Banner, Siloso Beach Party 2008
- Bronze – Best Miscellaneous Multimedia), Siloso Beach Party 2008 Facebook page
- Bronze – Best Miscellaneous Printed Materials (multiple page), Everything Sentosa Magazine

2008

- Gold – Best Event Website, Sentosa Flowers 2008
- Gold – Best Newspaper Insert/Supplement, Sentosa Flowers 2008
- Gold – Best Children’s Programming, Palawan Beach Boogie 2007 with Hi-5
- Silver – Best Event Website, Siloso Beach Party 2008
- Silver – Best Miscellaneous Printed Materials (Multiple Page), Oversea Student Tours Info Kit
- Bronze – Best Miscellaneous Multimedia, Sentosa Corporate Video
- Bronze – Best New Event (within a Festival), Fort Flavours

2006

Grand Pinnacle – Sentosa Flowers 2006

Silver – Best TV Promotion, Siloso NYE Splash 2006

Gold – Best Promotional Brochure, Learning is FUN – Brochure

Gold – Best Miscellaneous Printed Material, Everything Sentosa Magazine

Silver – Best Miscellaneous Printed Material, Sentosa 2006 Calender

Bronze – Best Miscellaneous Printed Material, Learning is Fun Work Book

2005

Gold – Best New Event, Sentosa Flowers 2005

Gold – Best Single Magazine Display Ad, Sentosa Siloso Beach

Gold – Best Street Banner

Gold – Best Direct Mail Piece or Brochure

Silver – Best Ad Series, Siloso Beach

Silver – Best Single Magazine Display Ad, Siloso Beach

Silver – Best Single Newspaper Display Ad, Sentosa Flowers 2005

Bronze – Best Street Banner

Bronze – Best Miscellaneous Printed Materials (Multiple Pages), Sentosa Islander

ABOUT IFEA/HAAS & WILKERSON PINNACLE AWARDS

“The IFEA/Haas & Wilkerson Pinnacle Awards Competition recognizes the outstanding accomplishments by festivals and events around the world. Striving for the highest degree of excellence in festival and event promotions and operations in every budget level and every corner of the globe, this competition has not only raised the standards and quality of the festivals and events industry to new levels, but also shows how event producers can use innovation and creativity to achieve a higher level of success.” – IFEA President & CEO, Steven Wood Schmader, CFEE.

ABOUT THE IFEA

Founded in 1956 as the Festival Manager's Association, the International Festivals & Events Association (IFEA) today is *The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide*. In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia & New Zealand, IFEA Europe, IFEA Latin America, IFEA Middle East, and IFEA North America the organization's common vision is for "A Globally United Industry that Touches Lives in a Positive Way through Celebration".

ABOUT SENTOSA ISLAND

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. In 2010, Sentosa welcomed 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. Since 2006, Asia's richest national open, the annual Barclays Singapore Open, has teed off on The Serapong with star-studded line-ups featuring international players and golf professionals from Asia, Europe and the USA playing to nail-biting finishes.

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