

Press Release

Visual Feast of the Arts at Singapore's Biggest Easter Fiesta

*The Great Egg-Venture to feature artworks in partnership with Affordable Art Fair;
Fun and food galore for the whole family awaits at Sentosa HarbourFront*

SINGAPORE, 17 FEBRUARY 2015 – Singapore's biggest egg hunt is set to return for its third run this year, and promises visitors a unique visual treat. As Singapore moves forward into its next chapter after milestone SG50 celebrations, artists from the *Affordable Art Fair*, students from Temasek Polytechnic and youths from FamChamps will hand-paint 60 giant eggs with designs themed "A New Beginning", translating their vision for Singapore's future into unique public art pieces. These eggs will be part of Sentosa HarbourFront Business Association's (SHBA) ***The Great Egg-Venture***, to be held from 10 March to 17 April 2016. This year's event will not only last the longest but also introduce weekly lucky draws, giving participants more chances to win while exploring the precinct.

The Association will also launch a limited edition recipe book featuring the best egg creations from top chefs in the precinct. Guests will also get to sample a selection of these Easter treats at participating hotels and restaurants during the festivities. More than 1 million visitors are expected to visit Sentosa HarbourFront during the event, as the precinct bustles with a galore of activities for family and friends.

Mr Khoo Shao Tze, Chairman of SHBA said, "Easter celebrations at Sentosa HarbourFront has grown in popularity since its inception three years ago, and has made its mark as a signature event on Singapore's tourism calendar. We have enhanced the event experience this year based on feedback and we hope to encourage greater participation and repeat visitations to the precinct."

"Across Sentosa HarbourFront, family-friendly activities and delectable Easter treats will feature among non-stop Easter-themed programming, and visitors can look forward to new offerings and returning crowd favourites. The association will continue to develop our precinct as a year-round leisure and lifestyle destination, with more exciting activities lined up for visitors of all ages," he added.

Giant Egg Hunt

Singapore's biggest egg hunt, spanning 520 hectares, will take participants through the precinct from atop Mount Faber to Sentosa Island as they hunt for 60 giant eggs, each measuring 1.8m by 1.0m. On top of a Grand Draw, participants can also stand to win attractive prizes every week, including shopping and dining vouchers, hotel stays, attraction tickets and more. In total, more than S\$50,000 worth of prizes are up for grabs.

The eggs will be hand-painted by local students from Temasek Polytechnic's School of Design, as well as emerging talents to renowned local and regional artists. They include Affordable Art Fair's Young Talent Programme winner Zhang Fuming, renowned local artist Liu Xuan Qi Leo, artists collective Band of Doodlers which will be creating a piece titled "Clear City", Fish Jaafar's "Heirloom of Progress", Iskander Walen who will be co-creating the artwork with his 2-year old son, and many more. Organisations and individuals will also have the option to bring home these works of art by submitting their bids to the Association.

“We are excited to be partnering Sentosa HarbourFront Business Association to extend our public art outreach. This is an excellent platform for our artists to express their hopes and aspirations for the future of Singapore, and engage members of the public in our continuing art conversation. This Easter Fiesta presents an excellent opportunity for families to bond, and we hope to engage visitors through this showcase and encourage greater appreciation of our vibrant arts scene,” said Mr Alan Koh, Fair Director at Affordable Art Fair.

The completed works will be on display outside *VivoCity* from 29 February to 6 March 2016, where members of the public can grab photo opportunities with these giant eggs before they are scrambled across the precinct for the hunt.

Everybody Loves Eggs

Food gourmants can also take a leaf out of a new recipe book to be launched by SHBA. A first in Singapore, this unique *all-eggcompassing* book features 40 egg-based recipes across the precinct. Titled ***Everybody Loves Eggs***, dishes featured range from creations at the precinct’s celebrity chef restaurants, breakfast dishes with a local twist (*Singapore Kaya Egg Benedict*), to desserts and cocktail. The recipe book will be available for sale across the precinct and at major local bookstores, at a retail price of S\$18. Each book will also come with discount coupons, which can be redeemed at dining outlets in the precinct.

Easter Fiesta

Beyond the egg hunt, Sentosa HarbourFront will be abuzz with Easter celebrations, kicking off from 10 March 2016. An *egg-citing* line-up of signature Easter brunches across the precinct’s hotels, egg painting and Easter craft workshops will bring something *eggs-traordinary* for everyone in the family.

Throughout the month of March, ***Sentosa Merlion Magic Lights*** will transform the Merlion Plaza into a spectacular video, light and sound show every evening. On Easter weekend (25-27 March), ***Sentosa Egg Fiesta – Garden Edition*** will present a myriad of family-friendly activities at the Palawan beachfront, free for all. From 10am – 3pm each day, members of the public can discover a whimsical Easter Garden with colourful giant eggs and bunny characters, while joining in fun activities like egg painting and bunny photo prop making.

Over at Resorts World Sentosa, Universal Studios Singapore welcomes Easter with a new stage show - ***An unEGGspected Wedding*** – at its Pantages Hollywood Theater followed by a special meet-and-greet with park characters in Easter get-up, and guests can enjoy a scrumptious buffet lunch with Easter characters as well as an exciting park-wide Easter egg hunt. The Easter cheers spread to S.E.A. Aquarium with the return of the underwater Easter Bunny as well as interactive activities for families and children, including a chance to get up-close with Dolphin Island’s friendly marine mammals at the ***Morning with Dolphins*** programme over Easter weekend.

For more information on Easter activities throughout the precinct, please visit www.thegreateggventure.com or www.shba.org.sg.

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For more information, please contact:

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About Sentosa HarbourFront Business Association

Launched on 26 December 2013, the Sentosa HarbourFront Business Association (SHBA) spearheads the collective promotion of the Sentosa and HarbourFront precinct as the region's preferred leisure, lifestyle and MICE resort destination.

The Association serves to galvanise and promote collaboration amongst members and precinct partners to attract more MICE visitors and events; create a vibrant precinct with year-round events and celebrations; and to promote the precinct as a great place to work. The Association will launch joint marketing campaigns that leverage the combined assets of the precinct, which includes more than 3,100 rooms ranging from heritage hotels to luxurious villas, and MICE facilities that can accommodate more than 22,000 delegates including a column-less ballroom at Resorts World Sentosa that can seat up to 6,500 guests.

Venue options for incentive programmes and leisure activities include world-class attractions like Universal Studios Singapore, the Sentosa Merlion and the iconic Singapore Cable Car experience, two international 18-hole golf courses, Singapore's largest retail and lifestyle mall - VivoCity, Singapore's largest one-stop entertainment venue – St James Power Station, sandy beaches, adventure spots popular with thrill seekers like Skyline Luge Sentosa, six spas such as Singapore's largest luxury spa – ESPA, and more than 200 dining outlets, all within easy reach of one another.

For more information, please visit www.shba.org.sg.

Notes to Editor

High resolution images may be downloaded at <http://bit.ly/SHBAEaster2016>.

Photo Credit: Sentosa-HarbourFront Business Association



The Great Egg-Venture, Singapore's biggest egg hunt is set to return for its third run at the Sentosa-HarbourFront precinct, featuring 60 giant eggs hand-painted by local and regional artists from the *Affordable Art Fair*, students from Temasek Polytechnic and youths from FamChamps.



Everybody Loves Eggs, a new recipe book by SHBA, features 40 egg-based recipes by the precinct's top chefs that will delight everyone's taste buds. Examples include (clockwise from top left):

- *Soft-Boiled Egg topped with Sea Urchin & Ponzu* by Faber Peak Singapore's Chef Derrick Ang
- *Singapore Kaya Egg Benedict* by Sofitel Singapore Sentosa Spa & Resort's Chef Eric Crochetiere
- *Coconut Lemongrass Custard, Mango Spring Roll with Gula Melaka Sago Egg White Salad* by RWS' Chef Kenny Kong
- *White Lady (Harry Craddock & Harry MacElhone)* by W Singapore – Sentosa Cove's Chef Martin Magdeburg

Annex

Easter Activities at Sentosa HarbourFront 2016

Faber Peak Singapore



Eggs-plore Faber Peak Singapore

Date:	18 - 27 March 2016
Venue:	Spuds & Aprons, Faber Peak Singapore

Celebrate Easter from 18- 27 March 2016 at the top of the hill at Faber Peak Singapore with 3 new specially created egg-citing dishes! Join us for an egg-citing good time with amazing views of Mount Faber!

And on Easter Sunday (27 March) at 12.30pm, grab your baskets and hunt for the colourful Easter eggs at *Spuds & Aprons - The Garden*, where you can exchange them for lovely instant prizes including Easter chocolate eggs, Haagen Dazs chocolate ice-cream and more! From 11am – 2pm, a bunny mascot will also be joining in the fun to spread the festive cheer atop Faber Peak Singapore.

www.faberpeaksingapore.com ☎ +65 6377 9688

MapleTree



HarbourFront Centre Easter Celebrations 2016

Date:	12 March – 17 April 2016
Venue:	HarbourFront Centre

During the Easter festivities, shoppers who spend S\$50 will stand a chance to win prizes at HarbourFront Centre's **Lucky Egg Dip** (T&Cs apply). Fringe Entertainment and Acts including Bunny Balloonist and Mr Rabbit Roving Magician, as well as a series of Easter craft workshops will be held over three weekends – 12-13, 19-20 and 25-27 March.



Easter Eggstravaganza at Universal Studios® Singapore

Date:	7 March – 17 April 2016
Time:	10.00am – 8.00pm (Until 9.00pm on 12, 19, 25-27 March; 2, 9 & 16 April)
Venue:	Universal Studios Singapore
Price:	S\$79 (Adult); S\$59 (Child); S\$41 (Senior) Buffet Bundle: S\$112 (Adult), S\$82 (Child), S\$74 (Senior) [Above pricing only available online at www.rwsentosa.com/uss from 26 Feb 2016 onwards]

The popular Easter Eggstravaganza returns to Universal Studios Singapore with a brand new stage show 'An unEGGpected Wedding', scrumptious buffet lunch with Easter characters and an exciting park-wide Easter egg hunt.

Making a spectacular entrance to wow audiences at the show is the Egglord who will fly to the stage in his own hel-EGG-copter as he races against time to attend his own wedding ceremony at Eggingham Castle. After the show, guests will take a stroll in Eggingham Gardens, adorned with vibrant flowers and the hues of spring, where they get to meet and greet the all-time favourite Easter Bunny, Humpty Dumpty and the Egglord and his wedding party.

Guests can tuck into a hearty buffet lunch with the Madagascar characters at Marty's Casa Del Wild, as well as complete an egg hunt to win an exclusive Minion Easter Egg.

Guests can also have photo moments with the Minions and characters from Sesame Street in their Easter outfits. At nightfall, New York Public Library will be awash in a myriad of Easter colours using projection mapping video technology.

www.rwsentosa.com/uss ☎ +65 6577 8888



"Ocean Eggsploration" at S.E.A. Aquarium

Date:	7 March 2016 – 17 April 2016
Time:	10.00am – 7.00pm
Price:	S\$32 (Adult), S\$28 (Singapore Resident), S\$22 (Child/Senior)

Eggspect a bundle of colourful and festive Easter activities during the "Ocean Eggsploration" programme at S.E.A. Aquarium, where our underwater wildlife come out to play and celebrate. From 7th March to 17th April, the S.E.A. Aquarium will be dressed up in a splash of psychedelic colours and Easter-themed décor to welcome the season of youth and new beginnings.

Kids can participate the **Eggtivity Trail** by searching for clues which will lead them to the ten special Easter Eggs hidden by the *Eggtopus* around the aquarium and win prizes when they complete the egg-hunt. At the end of the trail, everyone will arrive at the "**Seacret Garden**", which houses exhibits for hundreds of colourful fishes. There are also photo

opportunities a plenty with a dedicated interactive photo corner, as well as an *Egg*tivity Area for children to get into some art-and-crafts fun. Visitors should also keep their eyes peeled as our popular ***Underwater Easter SEAA Bunny*** will be returning this year to spread some springtime cheer with his Easter eggs.

Morning with Dolphins

Date:	25 to 27 March 2016
Time:	8.45am – 11.00am
Price:	S\$98 (Adults); S\$78 (Child)

Another *Egg*citing activity visitors can look forward to is the ***Morning with Dolphins*** programme held at the S.E.A. Aquarium and Dolphin Island from 25th to 27th March. Participants will first enjoy breakfast in front of the Dolphin habitat in the aquarium, where the Dolphin Trainer Panel Session will take place to share some interesting facts about these lovable sea-dwelling mammals. They will then adjourn to Dolphin Island to take part in the Dolphin Discovery programme, where they can come face-to-face and interact with our dolphins. Participants will also have the chance to meet and greet the latest addition to our dolphin family, Isabelle.

www.rwsentosa.com/sea ☎ +65 6577 8888



Easter Sunday Brunch at Starz Restaurant

Date:	27 March 2016
Time:	12.00pm – 4.00pm
Price:	S\$78++ per adult, S\$39++ per child (4 to 12 years old)

Celebrate happy beginnings and the season of spring at Starz Restaurant's Easter Sunday Brunch Buffet, which offers a spread of traditional dishes, Singapore delights and sweet Easter treats, along with free-flow of freshly squeezed juices. Diners will also get to meet Executive Pastry Chef Kenny Kong at the Live Station, who will be serving up his special dessert creation featured in the new recipe book ***Everybody Loves Eggs***.

Kids will be guaranteed a hoppingly good time, as they participate in an **Easter egg hunt** over brunch, **magic show** and **face painting**. Those with a sweet tooth can also help themselves to the Easter bunny basket filled with candies and the candy floss giveaway.

For reservations, please call +65 6577 6688 or email dining@rwsentosa.com.

Sentosa

Sentosa hops on board The Great Egg-Venture with several egg-themed activities specially designed to *egg-cite* and delight every visitor to *The State of Fun!*



Sentosa KidZ Flea!

Date:	12 – 19 March 2016
Time:	3pm – 8pm
Venue:	Merlion Plaza, Sentosa
Price:	Free*

From 12 – 19 March, young PLAY-trepreneurs will put on their business suits, set up their booths and learn the ropes of selling while having some good playtime on the Island. The kids may be in charge, but everyone can enjoy the Sentosa KidZ Flea, an international award-winning event for enriching family fun! Uncover treasures amongst new or pre-loved toys, books, accessories, and handicrafts at great bargains.

www.sentosa.com.sg ☎ 1800 – SENTOSA (7368672)



Sentosa Merlion Magic Lights

Date:	1 – 31 March 2016
Time:	Every evening
Venue:	Merlion Plaza, Sentosa
Price:	Free*

Watch the *Sentosa Merlion* come to life with a dynamic 3D video projection mapping, transforming the Merlion Plaza into a spectacular video, light and sound show that promises to delight all guests!

www.sentosa.com.sg ☎ 1800 – SENTOSA (7368672)



Sentosa Egg Fiesta – Garden Edition

Date:	25 – 27 March 2016
Time:	10am – 3pm
Venue:	Palawan Beach
Price:	Free*

Bring your whole family down to Sentosa for a terrific time! Snap photos in a whimsical Easter Garden with colourful giant eggs and bunny characters and join in fun activities like egg painting and bunny photo prop making.

www.sentosa.com.sg ☎ 1800 – SENTOSA (7368672)



Easter Sunday Garden Party by the Sea

Date:	27 March 2016
Time:	11.30am – 3.00pm
Venue:	Barnacles by the Sea, Level 1 (by the waterfront)
Price:	S\$168++ per adult (One child aged 5 years or below dines free with a paying adult; additional child aged 6 to 11 will be charged 50% of the adult buffet price) \$38++ applies for each additional child below 12 years

Featuring an extensive spread of festive specialities alongside freshly shucked Oysters, Alaskan Crabs, Maine Lobsters, Beef Wellington, Roast Leg of Lamb, grills and a selection of sweet treats.

There is also a series of activities to keep the little ones entertained, such as balloon sculpting and magic shows. Complimentary post-meal fun awaits diners who wish to enjoy the remaining Sunday in the resort's swimming pool, outdoor Jacuzzi, children's water slides and splash pad.

www.shangri-la.com/singapore/rasentosaresort

W Singapore – Sentosa Cove



Easter Remix

Date:	27 March 2016
Time:	12.30pm – 2.30pm, 3.00pm – 5.00pm
Venue:	The Kitchen Table
Price:	S\$188++ per person S\$78++ (Child aged 6-12)

Scavenge your way to the alluring cove island with your loved ones this Easter season and be prepared to bewhelmed by a full day of surprises. Coupled with extensive offerings from The Kitchen Table, W Singapore - Sentosa Cove promises an unforgettable egg-perience. Be transported to a world of adventures and childlike fantasy with our fantastic line-up of activities. Enjoy a sumptuous Easter buffet treat with Taittinger champagne, selected cocktail & mocktail, wine (house red/white) and beer.

For reservations, please call 6808 7268 or email thekitchentable.singapore@whotels.com.