

Press Release



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Sands for Singapore Charity Festival marks a momentous decade of giving this August

Marina Bay Sands rallies non-profit organisations, social enterprises and the public to support the community over 10 weeks to mark the 10th edition of the Festival



SINGAPORE (29 July 2024) – Marina Bay Sands' signature event, **Sands for Singapore Charity Festival**, will be commemorating its 10th year of giving this August with 10 weeks of community engagement activities, culminating in a three-day Festival held at Event Plaza. Themed *Where Hearts Come Together*, this year's multi-day Festival will be held from 23 to 25 August 2024 and will feature a social marketplace for charity, enthralling performances by local artistes, and an all-new plastic waste upcycling initiative.

Kicking off on 16 August, ice-cream pop-up **Scoops of Hope** will return for 10 days, offering 10 delectable flavours crafted by Marina Bay Sands' pastry team and celebrity chef restaurants, namely Bread Street Kitchen & Bar, CUT by Wolfgang Puck, Maison Boulud and Waku Ghin. First featured in 2015 to raise funds for charity, the 2024 edition will see all proceeds channeled to Metta Café, supporting its mission of providing vocational training for Metta School graduates with mild intellectual disabilities.

The return of Marina Bay Sands' Sands for Singapore Charity Festival will see the Event Plaza transform into a lively and vibrant **Giving Marketplace** where non-profit organisations, social enterprises and small businesses sell handcrafted items and baked goods to support charitable causes. The public is also invited to participate in an all-new community engagement initiative, titled **Heartwork: Upcycling for Good**, that transforms plastic waste materials into beautiful mementos and functional products. Adding to the buzz and excitement, the Festival will also boast an exciting line-up of free performances every night, anchored by homegrown powerhouses **Glenn Yong, Ben Hum and shazza**.

"As we celebrate the 10th year of Sands for Singapore Charity Festival, we are more committed than ever to driving positive change and giving back to our community. This Festival is a testament to the power of unity, and we hope it continues to inspire more people to come together and make a tangible impact on the lives of those in need," said Mr. Paul Town, Chief Operating Officer, Marina Bay Sands.

Since its inception in 2013, Sands for Singapore Charity Festival has become the bedrock of Marina Bay Sands' corporate social responsibility programme – Sands Cares. To date, the Festival has helped raise over S\$35 million for more than 180 charity partners.

ROAD TO SANDS FOR SINGAPORE CHARITY FESTIVAL

Highlights from 10 Weeks of Community Engagement Events

Since 17 June, Marina Bay Sands' Team Members have participated in a series of community engagement activities and will continue to volunteer for more initiatives across 10 weeks leading up to the main event.



Over 200 Team Members from Marina Bay Sands collectively donated more than 1,300 new toys for children afflicted with cancer

Among the many initiatives is a toy drive held in support of children afflicted with cancer. In partnership with LOVE, NILs, a registered charity aimed at supporting children with cancer and their caregivers, Team Members have donated new toys, games and books which will be distributed to bring cheer to children undergoing long-term cancer treatment in hospitals.

Additionally, Marina Bay Sands has partnered with AWWA on its transitional shelter programme to paint, assemble and retrofit temporary housing units for displaced families. This initiative will provide these families with a more hygienic and pleasant environment during their stay in these transitional shelters.

Almost 3,000 Team Members are expected to volunteer for over 20 community engagement events across the 10 weeks, underscoring the spirit of volunteerism and togetherness at Marina Bay Sands, and further demonstrating our commitment to giving back to the communities we serve.

Scoops of Hope (16 – 25 August)



Following a successful run in 2015 and 2016, ice-cream pop-up **Scoops of Hope** is back for the Festival's 10th edition with 10 delectable flavours – crafted by Marina Bay Sands' pastry team and four celebrity chef restaurants. It will run for 10 days from 16 to 25 August.

Marina Bay Sands' Executive Pastry Chef Hoi Kuok I, an alumnus of the prestigious Gelato University Carpigiani, will present six artisanal gelato creations, including three quintessentially Singaporean flavours. Look forward to *Kaya Toast*, a playful reinterpretation of Singapore's favourite breakfast dish, refresh your palate with the *Soda Pop*, a citrus-flavoured Kickapoo sorbet with popping candies and marshmallow, and indulge in *The King*, a homage to the superior mao shan wang durian mixed with ice kacang gems for an unforgettable experience. Guests can also look forward to three family-friendly flavours, namely *Red Velvet*, a Philadelphia cream cheese gelato with bits of red velvet cake, as well as *Mocha Fudge*, a power-packed gelato mixed with cacao nib nougatine, and *Chocobliss*, a 40 per cent milk chocolate gelato studded with raspberry pearls.

Fans of Waku Ghin by Tetsuya Wakuda can look forward to the sweet savoury *Soy Caramel* soft serve, an exclusive flavour specially created for this event. Guests can also indulge in new gelato creations by the three other celebrity chef restaurants, namely the *Eton Mess* by Bread Street Kitchen & Bar, an inventive combination of clotted cream gelato, raspberry jam and crumbles, the *American Whiskey* by CUT by Wolfgang Puck, and the everbearing *Mara Des Bois* sorbet by Maison Boulud.

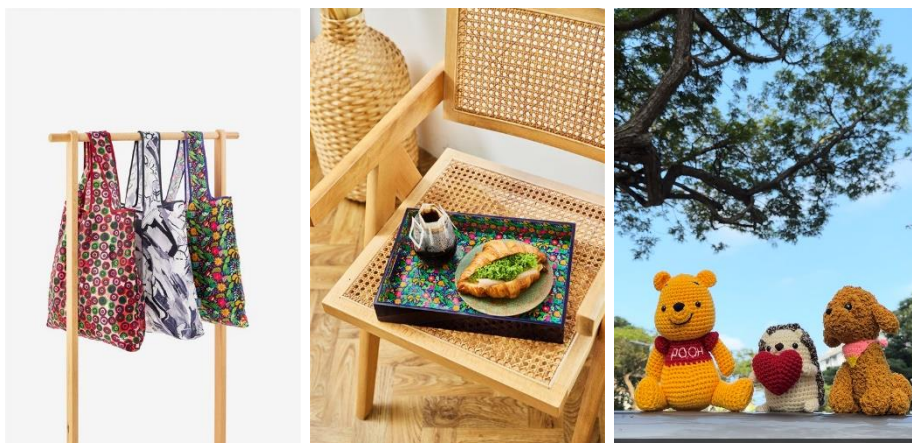
Priced at S\$6 for a single scoop or a soft serve, and S\$10 for a double scoop, Scoops of Hope will channel all proceeds to Metta Café, a food and beverage establishment that supports the Metta Welfare Association's mission of providing vocational training to Metta School graduates.

Felicia Wee, Deputy Executive Director at Metta Welfare Association shared, "We are deeply grateful for the support that Marina Bay Sands has given us through the years, not just through funding but also in providing meaningful employment opportunities for our graduates. We are excited to partner with Marina Bay Sands once again for **Scoops of Hope** as the funds raised through this creative initiative will be instrumental in supporting and enhancing our vocational training programmes and resources at Metta Café."

Scoops of Hope runs from 16 to 25 August, at The Shoppes, Level B2 (near Bacha Coffee). The pop-up opens to the public at 2pm on 16 August, from 10am thereafter till 25 August, and closes at 10pm daily.

HIGHLIGHTS OF SANDS FOR SINGAPORE CHARITY FESTIVAL (23 – 25 AUGUST)

Giving Marketplace at Event Plaza



(from L to R): Eco-friendly shopping bags, valet trays and handcrafted crochet toys are among the items for sale for a good cause at the Giving Marketplace

Visitors can shop for a good cause at the **Giving Marketplace** to support non-profit organisations, social enterprises and small, local businesses. Since its debut in 2022, the Giving Marketplace has become a key feature of Sands for Singapore Charity Festival. This

year, 16 booths will be set up at the Event Plaza to offer lifestyle items and handcrafted products, transforming the space into a lively area for visitors to shop and contribute to meaningful causes.

One of the non-profit organisations that will be taking part in this year's Giving Marketplace is **SPD**, a local charity dedicated to helping people with disabilities realise their potential and integrate into mainstream society. **SPD** will be selling items handmade by artisans with disabilities, presenting a variety of items which include hand-bound journals, tote bags, leather key fobs, and leather cardholders.

ART:DIS, a leading non-profit organisation that creates livelihood opportunities to empower persons with disabilities through the arts, will offer drip coffee sets, eco-friendly shopping bags, valet trays and artisanal ceramic wares.

Other meticulously crafted items on sale at the Giving Marketplace include homemade and handcrafted products by **TeddyThotz**, such as crochet toys, traditional patchwork blankets, pouches and batik bags handcrafted by their beneficiaries, including the elderly, single mothers, poor, and disadvantaged that aim to earn an income through the sale of their products.

Visitors seeking delicate clay accessories can explore **The Shy Crafter**, run by a mother-and-son team of crafters. The duo will also be showcasing unique polymer clay creations, such as earrings and bracelets, and will also feature dinosaur products by Shockwave – a subsidiary brand under The Shy Crafter, with products designed and made by Isaac Chang, a teenage clay artist diagnosed with autism spectrum disorder.

Heartwork: Upcycling for Good

A new addition to the Festival this year is ***Heartwork: Upcycling for Good***, where visitors can breathe new life into plastic bottle caps from Marina Bay Sands and upcycle them into functional products.

Using an injector press machine, visitors can create their own keepsake items such as heart-shaped coasters and keychains which they can choose to take home or donate to be hung on an art installation at the Event Plaza. Visitors can participate by making a token donation by scanning a QR code at the booth on the day of the event. All donation proceeds will go directly to support the AWWA Transitional Shelter programme.

Gourmet treats from Marina Bay Sands' signature restaurants



(from L to R): Black Tap's **All-American Burger** with craft beer; Yardbird's **Angus Beef Chilli Fries**; RISE's signature **Laksa**; Origin + Bloom's **locally inspired viennoiseries**

Throughout the Festival, rejoice in a spectacular array of gourmet treats and beverages from four of Marina Bay Sands' signature restaurants – **Black Tap Craft Burgers & Beer**, **Origin + Bloom**, **RISE** and **Yardbird Southern Table & Bar** – specially priced for the public to indulge for a good cause. In celebration of Singapore's 59th birthday, the restaurants have curated menus that spotlight Singaporean classics as well as a creative spin on local flavours, in addition to all-time favourites.

Fans of **Black Tap** can look forward to the Festival-exclusive *Rendang Beef Chilli Hotdog*, a flavourful combination of grilled all beef hotdog, pulled beef slow-cooked with house-made rendang sauce, topped with frizzled onions and achar for a flavour-packed experience. Black Tap will also serve classic favourites from its regular menu, such as the *All-American Burger*, *Crispy Chicken Sandwich* and *Impossible All-American*, all-time favourite snacks such as the *Fried Mozzarella* and *Korean Wings*, and classic milkshakes and an array of craft beers on tap and by the bottle.

Experience **Yardbird's** inventive take on fried chicken in the *Nasi Lemak Sandwich*, another Festival exclusive that features sambal, an ikan bilis rub and creamy egg rémoulade. The classic American restaurant will also present some of its all-star items, including the *St. Louis Pork Ribs*, generously rubbed with a house-made rib rub, and classic American snacks such as *Angus Beef Chilli Fries*, *Loaded Brussels* and *Shrimp Hush Puppies* with ranch dressing. Pair them with Yardbird's signature *Blackberry Bourbon Lemonade* and the Singapore-exclusive bottled beer *Yardbird Golden Ale* that will debut in August.

Award-winning buffet restaurant **RISE** will offer a sumptuous array of local hawker fare, from the signature *Singapore-style Laksa* with tiger prawns to sharing snacks such as *Chicken Satay*, *Chicken Ngoh Hiang* and *X.O. Carrot Cake*, and wash them down with the *Asam Boi*, a refreshing combination of sour plum, lime juice and Singha soda water.

Marina Bay Sands' signature patisserie **Origin + Bloom** will also debut at the Festival with five grab-and-go pastries at the Giving Marketplace. Enjoy freshly baked viennoiseries such as *Baked Apple Crumble Danish*, *Cream Cheese Bun* and the classic *Chocolate Raspberry Muffin*, as well as local buns like the '*Otah Otah*' and *Pandan Kaya* for a taste of Singapore.

All proceeds collected by Marina Bay Sands' signature restaurants at the Festival will be donated to the AWWA Transitional Shelter programme. The Festival's food stalls will open from 5pm to 11pm daily, with the last order for food and drinks at 10.30pm. For more information, visit MarinaBaySands.com/SandsForSingapore.

Homegrown artistes take centre-stage at the Festival



(from L to R): Glenn Yong, Ben Hum and shazza are the headlining performers for this year's Sands for Singapore Charity Festival

To add to the festivities, the Festival will present a slate of exciting performances anchored by local homegrown artistes **Glenn Yong**, **Ben Hum** and **shazza**, along with other talented local singers and performing groups.

A highlight of the first evening is the official opening act by **Redeafination**, an independent dance crew for the deaf that aims to promote deaf awareness, as well as nurture and develop performing arts talents within the deaf community. The dance crew will be showcasing its flair in a brand new dance sequence specially choreographed for the Festival. The audience can also look forward to non-stop entertainment through the evening as local artistes and performing groups including **Supersonic**, dynamic pop rock band **53A** and energetic hard rock band **Shirlyn + The UnXpected** dominate the stage to present a repertoire of crowd-pleasing tunes.

Date	Artiste performance	Set timing
23 August (Friday)	Glenn Yong	8.15pm
	Shirlyn + The UnXpected	9.30pm
24 August (Saturday)	Ben Hum	8.15pm
	Supersonic	9.30pm
25 August (Sunday)	shazza	8.15pm
	53A	9.30pm

Other community events at Marina Bay Sands

Marina Bay Sands continues to be the proud supporter of various community engagement events. Held in conjunction with the Festival, the Community Chest Heartstrings Walk and Vertical Marathon will take place on 24 August. Since 2011, the annual community event has been co-organised by Marina Bay Sands and Community Chest. The event rallies partners, volunteers and the community to build a caring and inclusive society through the many fun-filled activities that support communities-in-need.

The integrated resort is also a proud supporter of the Cerebral Palsy Alliance Singapore (CPAS). Since 2016, Marina Bay Sands has been the venue sponsor of the CPAS Charity Dinner, a major fundraiser event for CPAS which supports over 700 children and adults with Cerebral Palsy or multiple disabilities. This year, Marina Bay Sands will continue to support the CPAS Charity Dinner 2024 on 2 August to raise funds for its programmes.

Marina Bay Sands will also be playing host to the 9th Singapore Humanitarian Conference organised by Singapore Red Cross at Sands Expo and Convention Centre on 3 August. Themed “Heart to Heart, Coast to Coast”, this year’s conference will focus on addressing pressing humanitarian issues and dedication towards serving the most vulnerable.

More information about Sands for Singapore Charity Festival can be found at MarinaBaySands.com/SandsForSingapore.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is Asia’s leading business, leisure and entertainment destination. The integrated resort features Singapore’s largest hotel with approximately 1,850 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia’s best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country’s skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 11,500 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com.

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