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Citi Commercial Bank, BT BAF promote artwork by youths again

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AVANTI NIM ✉ avantin@sph.com.sg



ARTISTICALLY GIFTED: Winners and finalists of the competition with BT editor and BT BAF chairman Alvin Tay (third row, in dark suit), Ms Lin (on his left) and Mr Tan (just behind him). PHOTO: CITI COMMERCIAL BANK SINGAPORE

Singapore

FOLLOWING the success of last year's collaboration, Citi Commercial Bank (CCB) has partnered The Business Times Budding Artists Fund (BT BAF) again this year to feature selected artwork drawn by the beneficiaries of the fund in CCB's 2017 calendar and Lunar New Year red packets.

From 70 initial sketch submissions and 40 paintings by more than 40 youths aged between nine and 23 years old, 12 pieces of artwork for the calendar were selected by CCB's senior management.

Winners and finalists of the art competition also received prizes from Tan Tee Tong, director of The RICE Company, and Lin Hsiu Yi, head of CCB Singapore, at an awards ceremony on Sept 16.

Ms Lin said: "We are heartened to be able to provide an opportunity for the visual artists to showcase their talents by featuring their artwork on our marketing collaterals. The initiative was well-received by our clients last year, and we believe we can raise greater awareness and support for the BT BAF by going beyond philanthropy and leveraging on our business platforms to serve as an advocate."

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Each month of the 2017 calendar - which will be distributed to CCB's clients - will feature one of the 12 winning paintings, as well as a profile of the artist.

The artworks are based on the theme of "Citi - Enabling Progress Around the World", and feature illustrations of various countries and cities around the world, including Singapore, China, and Brazil.

Ms Lin said: "This year's entries have been very impressive and it was a tough selection process to shortlist the finalists among all the participating entries. It is clearly evident that the young artists are talented and have put in a lot of effort in the conceptualisation of their artwork under the guidance of their trainers."

BT BAF, managed by The RICE Company Limited, has reached out to more than 14,000 beneficiaries since its inception in 2005 through programmes such as art camps, workshops and fundraising initiatives. Citi Singapore has supported the initiative from the start, and has contributed S\$1.8 million to date through various donation drives and staff fundraising initiatives.

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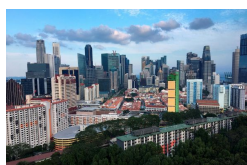
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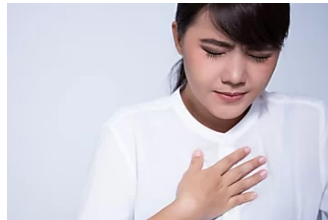
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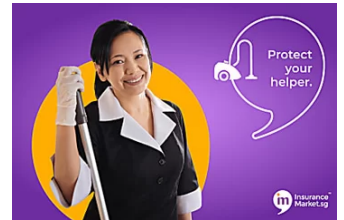
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