

Media Release

(For immediate release)

11TH EDITION OF *CHILDREN FOR CHILDREN*

Our Home, Our Singapore

A Celebration of Children's Day and Singapore's Bicentennial



- **Children for Children (CFC) 2019 will see close to 900 underprivileged children make a trip down to S.E.A Aquarium and The Maritime Experiential Museum at Resorts World Sentosa**
- **More than 200 students from CHIJ Kellock (Primary) will host the children with a special musical show titled "Our Home, Our Singapore" at The Coliseum**
- **CFC 2019 fundraised a total of \$204,786 for The Business Times Budding Artists Fund (BT BAF); and will be graced by Guest-of-Honour, Mr Baey Yam Keng, Senior Parliamentary Secretary for Ministry of Culture, Community, and Youth & Ministry of Transport**

SINGAPORE, OCTOBER 3, 2019 – This October, close to 900 children in Singapore will get to enjoy Children's Day at Resorts World Sentosa and also learn about the milestones of Singapore's accomplishments in commemoration of 200 years of nation building.

Children for Children (CFC) will see children from financially disadvantaged backgrounds across 36 primary schools celebrate “Our Home, Our Singapore” in this annual community outreach event organised by CHIJ Kellock (Primary), The RICE Company Limited (TRCL), The Business Times and Resorts World Sentosa.

Says Mr Tan Tee Tong, Chief Operating Officer of TRCL, a charity with IPC status, “Since 2008, *CFC* has been a highly anticipated outing in primary schools. The children not only get to enjoy Children’s Day at iconic Singapore attractions, they will also be entertained by their peers from CHIJ Kellock who will put up a musical performance. It has been a heartwarming journey to witness the joy and laughter of the children on their special day over the last ten editions and we strive to continue this meaningful journey every year.”

Says Ms Magdalene Chin, Principal of CHIJ Kellock, “This year, the 11th edition of *CFC* has been made extra special as CHIJ Kellock commemorates Singapore's Bicentennial through an interactive musical production that takes the children on a discovery journey of what a home is. By revisiting significant milestones of the Singapore Story, we hope to inspire the children to play their part in the future of Singapore's nation building.”

CHIJ Kellock has also published a book titled “One Singapore” that invites readers to discover Singapore’s unique past and the importance of standing united together. Copies of the book will be distributed to the children at *CFC* and also shared with all primary schools in Singapore. In addition, CHIJ Kellock has designed a special online learning package for the children to create their vision of a futuristic Singapore.

This year, the children will visit the S.E.A Aquarium and The Maritime Experiential Museum. At the Maritime Experiential Museum, a series of curated expeditions are created to educate the children about Singapore’s rich history of maritime trade and the heroic adventures of sea voyagers. At the S.E.A Aquarium, the children will be greeted by RWS volunteers who will share with them the rich diversity of marine lives in our ocean.



The RICE Company Limited

Mr Tan Hee Teck, Chief Executive Officer, Resorts World Sentosa, said: "As a longtime supporter and venue partner of *CFC*, we are delighted to bring this meaningful event back to Resorts World Sentosa for its 11th edition in this special year of the Singapore Bicentennial celebrations. Children's Day means a lot to our young friends and we are happy to make this occasion even more memorable for them with a specially curated visit to two of our attractions hosted by our volunteers. This year, the children be will treated to a performance by CHIJ Kellock at a very special venue - The Coliseum- where they can enjoy music, song and dance in a breezy amphitheatre-like setting. As a strong believer in giving back to the community, RWS wants to do what we can to impact the underprivileged in significant ways using the best of our talents, expertise and resources."

Says, Mr Wong Wei Kong, Editor of The Business Times, "For the children, *CFC* is the first touchpoint for BT BAF in making a difference to their lives. Through *CFC*, we reach out to children directly – to share about our arts training programmes. Over time, increasing numbers of children have come on-board our music, dance, theatre, visual arts, and even art-technology programmes – they are fully funded by BT BAF.

Mr Wong added, "To make *CFC* possible, we are extremely grateful to RWS for opening their attractions once again for the children to enjoy Children's Day. Important to *CFC*'s success are also our donors who have shown their steadfast support each year. We hope *CFC* will continue to grow in strength to benefit more children."

Longtime donors of *CFC* include the Hong Leong Group of Companies (comprising Hong Leong Foundation, City Developments Limited, Hong Leong Holdings Limited, Millennium Hotels and Resorts, and Hong Leong Finance Limited), ING Bank Singapore, CWT Limited, Perennial Real Estate Holdings Limited, CEI Limited and Singapore Pools. For a second year, ERA Singapore rallied their staff and agents to donate towards *CFC* and donations were matched dollar-for-dollar. This year, *CFC* also welcomes four new donors - Certis, Seagate Singapore International Headquarters Pte Ltd, Taste Singapore and UBS.



The RICE Company Limited

Since 2008, CFC has brought more than 11,000 children to iconic destinations in Singapore including The Singapore Flyer, the Singapore Zoo, Underwater World, Universal Studios Singapore, and KidZania Singapore. CFC is also a fundraiser for BT BAF, a fund which provides financial support for financially disadvantaged children and youth (between the ages of six to 19) to nurture their interests in the arts.

The celebration will be graced by Guest-of-Honour Mr Baey Yam Keng, Senior Parliamentary Secretary for the Ministry of Culture, Community, and Youth & Ministry of Transport.

Members from the media are invited to CFC 2019 on 3 October 2019, Thursday, 10.30am, at The Coliseum, Resorts World Sentosa (8 Sentosa Gateway, Singapore 098269).

Programme:

- 10.30am : Registration
- 10.45am : Arrival of GOH, Mr Baey Yam Keng
Senior Parliamentary Secretary for Culture, Community, and Youth, and Transport
- 11.00am : Performance: "Our Home, Our Singapore" by CHIJ Kellock
- 11.20am : Cheque Presentation*
- 11.30am : Reception
- 11.40am : Children are engaged in activities at S.E.A Aquarium and The Maritime Experiential Museum

* *Photo-taking opportunity*

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About The RICE Company Limited

The RICE Company Limited (TRCL) is a not-for-profit organisation and registered charity with IPC (Institutions of Public Character) status. TRCL seeks to harness the potential of the arts to benefit under-served children and youths in the community. TRCL manages a social fund (The Business Times Budding Artists Fund), arts centres (The Little Academy and 10 Square Youth) in Northpoint city and Orchard Central, creative spaces (The Pavilion at Far East Square and Temenggong 18/20) and two subsidiaries (Global Cultural Alliance and Millet Holdings). For more information, visit www.therice.sg

About CHIJ Kellock (Primary)

Established in 1964, CHIJ Kellock is an established all-girls' government-aided primary school and the youngest of the 11 CHIJ schools in Singapore. The school's vision of "A Christ-centred learning community where every child will develop her unique giftedness to lead and make a difference" encapsulates its commitment toward providing a holistic education for its pupils, where each child can develop her potential to the fullest. Placing high priority on the learning and well-being of its pupils, the school aims to cultivate our girls to be Thoughtful Learners, Servant Leaders and Person for Others.

About The Business Times

The Business Times (BT), a member of the Singapore Press Holdings group, is South-east Asia's leading financial daily. BT brings its readers daily corporate, financial, economic and political news, analysis and commentary on print and digital platforms. It provides readers with in-depth coverage of Singapore and Asian business and economic developments, as well as global trends that impact Singapore business. BT's lifestyle journalists bring busy executives the latest in recreation, entertainment, the arts, design, food, and shopping.

About Resorts World Sentosa

Resorts World Sentosa (RWS), Asia's premium lifestyle destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, the Maritime Experiential Museum, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the world-class Resorts World Convention Centre, a casino and the Asian flagship of a world-renowned destination spa.

RWS offers award-winning dining experiences and exciting cuisine from around the world across its many renowned celebrity chef restaurants, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from original resident productions to concerts and public shows such as Crane Dance and Lake of Dreams. RWS has been named "Best Integrated Resort" since 2011 for nine consecutive years at the TTG Travel Awards which recognises the best of Asia-Pacific's travel industry.



The RICE Company Limited

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com

About The Business Times Budding Artists Fund

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with a strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 18,000 financially-disadvantaged children and youths, between the ages of six to 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports two arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by the RICE Company Limited. For more information, visit www.baf.sg

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