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Photo of ChariTrees 2018 along Marina Bay Waterfront Promenade

Marina Bay to glow with over 150 specially-designed ChariTrees

- *ChariTrees partners stakeholders of the upcoming Marina Bay pilot Business Improvement District to expand its annual event beyond the Marina Bay waterfront promenade to four other locations in the Marina Bay precinct*
- *President of Singapore, Madam Halimah Yacob will officiate the light-up of ChariTrees on 15 November 2019*
- *10 community heroes will be honoured and 500 beneficiaries' wishes to be granted*
- *Debut of Augmented Reality Trees, Luminous Trees, and Wishing Trees will be added to this year's edition of ChariTrees to enhance visitor experience*
- *ChariTrees fundraises for The Business Times Budding Artists Fund*

SINGAPORE, 7 October 2019 – Christmas revelers can participate in lively festivities at Marina Bay as the precinct comes aglow with ChariTrees. Over 150 specially-designed physical and digital Christmas trees will be displayed at the Marina Bay waterfront promenade for six weeks from 15 November to 26 December

2019. President of the Republic of Singapore, Madam Halimah Yacob will officiate the ChariTrees light-up on 15 November 2019 as Guest of Honour.

The ChariTrees initiative is a fundraising movement which was launched by the Community Chest in 2011. Since 2018, ChariTrees has been organised by not-for-profit arts and culture organisation, The RICE Company Ltd, to honour Singapore's community heroes and raise funds for The Business Times Budding Artists Fund (BT BAF).

This year's ChariTrees will gain greater visibility through a partnership with the Marina Bay Alliance, represented by the stakeholders of the upcoming Marina Bay pilot Business Improvement District (BID) and the Marina Bay pilot BID Manager, Keppel Land. The partnership will see the display extend beyond its usual area along the Marina Bay waterfront promenade to an additional four locations within the precinct owned by stakeholders of the Marina Bay Alliance, namely, Marina Bay Financial Centre, Marina One, OUE Bayfront and The Fullerton Heritage.

Mr Tan Puay Kern, Chairman of the ChariTrees 2019 Organising Committee, said, "We are grateful to the Marina Bay pilot BID stakeholders for partnering us to honour community heroes and encourage the spirit of giving. This year's ChariTrees will see the movement take on new initiatives to make itself more relevant and reach out to more people. It will leverage digital technology to enhance visitors' experience and reach out to more beneficiaries."

Highlights of ChariTrees 2019 :

1. The Marina Bay pilot BID stakeholders will launch a "Grant-A-Wish" programme in partnership with ChariTrees to fulfil the wishes of beneficiaries from several charities. With the aim of increasing engagement with a wider community, the stakeholders will display *Wishing Trees* at their properties located within Marina Bay and invite tenants, residents and the public to grant those wishes.
2. All five ChariTrees locations will have augmented reality (AR) ChariTrees to provide an immersive experience for visitors. Each *AR Tree* will feature a different theme associated with Christmas, such as stars, doves and angels.
3. New *Luminous Trees*, symbolising shining beacons of love, kindness and generosity, will be featured alongside last year's installation of *Art and Traditional Trees* at the Marina Bay waterfront promenade.

Mr Sim Puay Kiak, Chairman-Designate of the Marina Bay Alliance, said, "We are delighted to be a part of the ChariTrees programme as it provides a meaningful platform to strengthen the community spirit among the communities of Marina Bay while enlivening the precinct. ChariTrees 2019 marks the commencement of a series of precinct-level events and regular activities under the Marina Bay pilot Business Improvement District programme to engage communities."

He added, "Working closely with the government agencies, our stakeholders and Keppel Land, the Marina Bay pilot BID Manager, we aim to enhance the Marina Bay precinct as a vibrant and exciting work-live-play destination, as well as raise the value and profile of Marina Bay as a business and lifestyle hub. ChariTrees is the Alliance's first collective effort to give back to the community. By bringing the *Wishing*

Trees to our properties' doorstep, we make it more accessible and convenient for our tenants and the public to get involved in charitable causes. We encourage everyone to do good and support this initiative."

The ChariTrees along the Marina Bay waterfront promenade will celebrate and share the stories of ten individuals and groups whose contributions have improved and empowered various segments of Singapore's society. Their extraordinary humanity and compassion towards the community will serve as inspiration to many.

Mr Alvin Tay, Deputy Chairman of The RICE Company Ltd that manages BT BAF, noted, "Through ChariTrees, we hope to encourage more people to do something good for others. No act of kindness is ever too small to make a difference. We are thankful to our donors and partners for their strong support to enable our children and youth to pursue their passion in the arts."

The Marina Bay Alliance is the Presenter of ChariTrees 2019. Diamond donors include Raffles Quay Asset Management Pte Ltd, M+S Pte Ltd, Sino Land Company Pte. Ltd and OUE Commercial REIT Management Pte. Ltd. The other donors are Keppel Care Foundation, Certis, Sheraton Towers Singapore and Century Evergreen. Our partners include Rich-Art Enterprises Pte Ltd (production partner) and The Doodle People (AR partner).

Each ChariTrees can be adopted from \$10,000 and all donations are entitled to 250% tax deduction.

Invitation to the media

You and your photographer / camera crew are cordially invited to attend the light-up ceremony of ChariTrees on 15 November 2019 at 7.00pm, at the Marina Bay waterfront promenade. The cheque presentation by corporate donors will be held on the same evening, along with the award presentation of the community heroes. The Singapore Police Force Band and the beneficiaries of BT BAF will also be performing at the opening ceremony.

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About ChariTrees

ChariTrees 2019 is organised by not-for-profit arts organisation and charity, The RICE Company Limited. ChariTrees celebrates Singapore's community heroes and is also a fundraiser for The Business Times Budding Artists Fund and several-other charities. From 2011 to 2017, ChariTrees was a fundraising initiative by the Community Chest.

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 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 the 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 youth, 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 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.

About Marina Bay pilot Business Improvement District

Introduced by the Urban Redevelopment Authority, the pilot Business Improvement District (BID) programme aims for stakeholders to take on a more active role in transforming their precincts and activating the surrounding public spaces. Marina Bay is one of the nine participating precincts announced in 2018. Through the pilot BID programme, the Marina Bay stakeholders intend to activate public spaces and collectively organise unique events to inject more vibrancy into the precinct to cater for social and recreational needs of the communities, fulfilling their vision to emerge as the best integrated business, employment, lifestyle and recreational destination of choice.

The Marina Bay pilot Business Improvement District is participated by the following precinct stakeholders :

- One Raffles Quay : Hongkong Land, Keppel REIT and Suntec REIT
- Marina Bay Financial Centre :
 - Towers 1 and 2 : Hongkong Land, Keppel REIT and Suntec REIT
 - Tower 3 : Hongkong Land, Keppel REIT and DBS
- Marina One : M+S Pte. Ltd.
- OUE Bayfront : OUE Commercial REIT Management Pte. Ltd.
- The Fullerton Heritage : Sino Land Company Ltd.

The incorporation of the Marina Bay Alliance is currently in progress.

The Marina Bay pilot BID has engaged the property arm of Keppel Corporation, Keppel Land, to work collectively with the various stakeholders to drive the precinct's overall objectives and to enhance the vibrancy and attractiveness of Marina Bay into an exciting district for its local precinct community, across Singapore and overseas visitors.