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## **press release**

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### **Carrot Mobbing – Bringing foodies together for a good cause** *Resorts World Sentosa's Palio Restaurant initiates dining with a purpose*

**SINGAPORE, 6 May 2013** – Resorts World Sentosa will launch a new corporate social responsibility initiative named 'RWS Carrot Cause' on 29 May 2013 at Palio, the Italian restaurant located at Hotel Michael.

RWS Carrot Cause is based on the 'carrot mob' concept which originated from California, where a group of consumers (the 'mob') band together to 'dangle a carrot' in front of a business owner by collectively patronizing his business to influence him to make a socially responsible change.

In the same vein, if Palio reaches a full house of 98 guests on 29 May 2013, RWS will pledge all proceeds from the evening's dinner to charity and also match the amount spent by each diner, to double the donation amount.

Diners can select the cause they wish to support – children with special needs and youths-at-risk, people with disabilities, frail and lonely elderly as well as families facing difficulties– from a list of over 80 charities supported by Community Chest.

"This is an innovative concept that combines Singaporeans' love for food and giving to a good cause. Community Chest is heartened that Resorts World Sentosa has come up with another novel and meaningful approach to delight their guests and do their part for charity. We encourage everyone to join in to make a difference!" said Ms Ng Ling Ling, Covering General Manager, Community Chest.

Mr Jagdish Kumar, RWS Assistant Vice President of Food & Beverages said: "At Palio, we try to do things differently, and with a twist. So we came up with this initiative, which makes it easy and fun for everyone to make a difference: the more you eat, the more you raise for the cause you support."

He added, "We promise a night of hearty Tuscan fare, something Palio is known for. Our fun-loving team will also organize activities to make it a great family outing, such as a best carrot-theme dressed competition and a carrot cake charity auction. So do your part for charity, by simply coming for dinner at Palio."

For this event, RWS has teamed up with Jaab, its ad agency which is lending support with pro-bono creative work. Jaab's Creative Director Mr Alex Foong said, "We are extremely excited to be a part of RWS Carrot Cause. There's no better feeling in the world than that which arises from being able to – in some way or other – lend a helping hand to those in need. Plus, getting "paid" in pizzas is a nice change!"

Helmed by Chef de Cuisine Davide Bizzarri, Palio showcases authentic Tuscan cuisine. Its menu features rustic dishes using traditional Italian recipes, such as the Tuscan-style bread salad Panzanella, handmade Pici pasta originating from Siena, freshly baked pizzas from its wood-fired oven, and Palio's famous Tiramisu dessert.

Since 2010, RWS has been making a difference to various beneficiaries and causes such as underprivileged children, environment and conservation, responsible gambling and the community. RWS Carrot Cause is an extension of its role as a responsible corporate citizen, and an example of how RWS leverages its resources to make a positive impact.

RWS Carrot Cause at Palio will have two seatings at 6.30pm and 8.45pm (last order at 10.15pm), with 98 seats each. Reservations are encouraged, and can be made online at [www.rwsentosa.com/carrotcause](http://www.rwsentosa.com/carrotcause) from today. For enquiries, please call +65 6577 8888.

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### **About Resorts World Sentosa**

Resorts World Sentosa (RWS), Singapore's first integrated resort is located on the resort island of Sentosa. Spanning 49 hectares, the resort opened in January 2010 and welcomed over 30 million visitors in its first two years of opening. RWS is home to the region's first-and-only Universal Studios theme park, the world's largest oceanarium – Marine Life Park, the Maritime Experiential Museum, a casino, luxurious accommodation in six unique hotels, the Resorts World Convention Centre, celebrity chef restaurants, a world-class spa as well as specialty retail outlets. The resort also offers entertainment and public attractions such as the Crane Dance and the Lake of Dreams. Resorts World Sentosa is wholly owned by Genting Singapore, a company of the Genting Group.

For more information, please visit [www.rwsentosa.com](http://www.rwsentosa.com)

### **About Community Chest**

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that fund-raising and other operating costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as [comchest.sg](http://comchest.sg) and [www.vpost.com.sg](http://www.vpost.com.sg), through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines and iNETS Kiosks across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's monthly workplace giving programme "SHARE", where employees make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

The funds raised will benefit children with special needs, youths-at-risk, persons with disabilities, lonely and frail elderly and families in need.

### **About Jaab-Concept Alliance Asia**

Jaab-Concept Alliance Asia is an integrated marketing solutions agency that offers through the line services including brand activation and advertising. Formed in 2006, Jaab-Concept Alliance Asia holds an impressive portfolio that includes key clients such as Chivas Regal, Carl's Jr, Jurong Point, Intel, Singapore Turf Club, Asia Pacific Breweries and SingTel.

For more information, please visit <http://www.conceptalliance.com/>

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