

## press release

### **Resorts World Sentosa celebrates 'Moments'** *Award-winning director behind two new clips that showcases experiences created at RWS*

**SINGAPORE, 21 May 2014** – Resorts World Sentosa (RWS) today launched a regional campaign that celebrates the special moments and experiences that guests can enjoy at the Resort. The campaign comprises two specially produced clips conceptualized and shot by award-winning Hong Kong Director David Tsui, an online photo competition and a slew of promotions and offers at Asia's ultimate family destination resort.

Best known for his evocative TV commercials shot in the style of a mini-movie, such as '100 Years of Love' for Solvil et Titus' 'Time is Love' Campaign and Ministry of Social and Family Development's 'Father & Son', David Tsui was specially picked to produce a video that depicts a family of four and their bonding moments during their trip to RWS. Growing apart due to the demands of work and everyday life, the family members retreat into their own worlds but find their way back together as a family as they bond over new experiences at RWS. A second video on friendship will premiere in November this year.

David Tsui said, "There are many heartwarming moments in life, if we just stop to reflect and live in the moment. That was my inspiration for the videos for this campaign, and I also wanted to bring across the importance of relationships and family, which are universal themes that everyone can relate to."

He added, "Everyone is familiar with RWS as a place to have great fun. But dig deeper and everyone has a story to tell, and everyone experiences fun in their unique way. Those are the stories I want to portray through my videos."

Tessa Er, Vice President of Resort Marketing at Resorts World Sentosa, said, "RWS is synonymous with mega attractions, fun and excitement. While we continue to refresh our attractions and appeal, we also want to turn the focus from the hardware to our heartware. Beyond our award-winning attractions are personal and individual moments that should be cherished and celebrated."

In conjunction with the 'Moments' campaign, RWS will also launch a regional photo contest entitled '#MyFamily' where three lucky families of up to four members get to win an all expense paid trip to RWS by sharing their family portraits on social media. Special promotional packages inclusive of accommodation, attraction tickets and dining vouchers will also be rolled out during the campaign for guests to live out their 'Moments' at RWS.



A MILLION MOMENTS. ONE WORLD.

“We urge everyone to come create your own moments at Resorts World Sentosa, and tell us your stories. For those who have been our fans, come and create new moments as new attractions are added. This June, the popular Trickeye Museum hailing from Korea will be opening at the Waterfront. At Universal Studios Singapore, we have just held our inaugural Easter festival, and will be hosting the fourth edition of the highly popular and successful Halloween Horror Nights. By the end of 2014, Universal Studios Singapore will also launch a brand new attraction,” she added.

For more information on the contest and packages, as well as showreels and special point of view album, please visit [www.rwsmoments.com](http://www.rwsmoments.com).

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### **ABOUT RESORTS WORLD SENTOSA**

Resorts World Sentosa (RWS), Asia’s ultimate destination resort, is located on Singapore’s resort island of Sentosa. Spanning 49 hectares, the resort opened in January 2010 and welcomed over 45 million visitors in its first three years of opening. RWS is home to two mega attractions - the region’s first-and-only Universal Studios theme park and the Marine Life Park, which comprises the S.E.A. Aquarium (one of the world’s largest aquariums) and Adventure Cove Waterpark. Other attractions include a Maritime Experiential Museum, an award-winning destination spa, a casino, six unique hotels, the Resorts World Convention Centre, celebrity chef restaurants, and specialty retail outlets. The resort also offers world-class entertainment, from original resident productions to concerts and public shows such as the Crane Dance and the Lake of Dreams. RWS was named “Best Integrated Resort” in 2011, 2012 and 2013 at the TTG Travel Awards which recognises the best of Asia-Pacific’s travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit [www.rwsentosa.com](http://www.rwsentosa.com).

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**Note to Editors**

1. Please use the following photo captions for visuals.
2. High resolution photos can be downloaded from link: <https://app.box.com/s/f62haztihsuzu1ds5soa>
3. All photos are to be attributed to: *Resorts World Sentosa elements and all related indicia TM & © 2014 Resorts World at Sentosa Pte. Ltd. All Rights Reserved.*



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## Annex

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### “My Family” Photo Contest

From 21 May to 10 June 2014, **three** lucky families of up to four members can stand to win an all-expense paid trip to Resorts World Sentosa.

#### Here’s how to take part:

- 1) Submit a photo of your family taken at home
- 2) Include a short write up (50 words) describing the photo or your family and give a reason why you deserve a holiday together as a family
- 3) Submit your photo online at [www.rwsmoments.com](http://www.rwsmoments.com) <<http://www.rwsmoments.com>>
  - a) **OR** upload your photo to Instagram, Facebook and Weibo and tag Resorts World Sentosa
  - b) Include our contest and campaign hash tags: #MyFamily and #rwsmoments
  - c) The winners will be announced in mid June 2014 and the winning families will travel to RWS in July 2014.

### Snap, Play, Eat! Instant Redemption

From 11 June to 31 July, snap a picture of yourself with our photo frame installations that can be found resort-wide. Upload the photo and tag us on Facebook or Instagram with the hashtags #rwsmoments and #SnapPlayEat. Doing so allows you to enjoy \$10 off\* at any RWS’ participating F&B outlets, or \$10 off one-day Pass to Universal Studios Singapore, S.E.A. Aquarium or Adventure Cove Waterpark.

*\*with every \$40 spent in a single receipt*

RWS will also be selecting **two** best submissions weekly and these winners can look forward to a pair of attractions annual passes worth \$256 (each pair).

### Moments Staycation Packages

Choose from a variety of packages to stay at RWS and create your own unique Moments.

Packages start from \$308 for a 2 Day 1 Night stay that includes attractions passes and dining or spa credits.

For more information and latest updates, visit [www.rwsmoments.com](http://www.rwsmoments.com).