

## press release

### Fashion iFeng and Resorts World Sentosa Join Hands to Raise Awareness on Marine Conservation *Angela Wang named “charity angel” for marine animals*

SINGAPORE, 3 July 2014 – China’s premier fashion portal, Fashion iFeng, is taking its *Beautiful Hearts* campaign to Singapore for the first time this year. In collaboration with Resorts World Sentosa, the theme for this year focused on care for marine animals.

The ambassadors – Chinese celebrity family Li Xiang, Wang Yuelun and their daughter Angela Wang – visited the integrated resort and enjoyed up-close interaction with the marine animals at the S.E.A. Aquarium. This is the first time that the family is taking part in a public service campaign together, and they hope to inspire the public to treasure and protect marine life through engagement learning and getting up-close with marine animals.



*Li Xiang and family gets an up-close interaction at Dolphin Island*



*Li Xiang and family visits S.E.A. Aquarium*

The family also interacted with Indo-pacific bottlenose dolphins yesterday at Dolphin Island, enjoying the 90-minute *Dolphin Discovery* programme. Angela, being an avid lover for animals, had a great time interacting with *Hui Hui* while learning more about dolphins and conservation. The warmth and love of the moment was captured all over Angela's face as *Hui Hui* kissed her. Angela and her parents also visited S.E.A. Aquarium in the evening where they marveled at more than 40,000 marine animals, including the majestic manta rays, through one of the world's largest acrylic viewing panels,.

During the launch event today, Angela and her parents also joined in other families in creating delightful colouring pieces themed "My Marine Animal Friend". The children used their imagination to fill up their marine world with colours as they listened in to fun facts on marine animals dished out by the Education team from the Marine Life Park. Presenting her completed work to Resorts World Sentosa, Angela was conferred the title of "Charity Angel" for marine animals, with hopes that she will come visit more often and spread the awareness of marine conservation.

Li Xiang said: "I hope that this piece of artwork and what it represents will influence children, both young and old, to care and do their part to protect marine animals."



Li Xiang and family colouring during the launch event



Angela presents her colouring to RWS with marine conservation mascot Bluub as witness

Recent studies have indicated that more than 10% of marine animals in the Pacific Ocean east of the Equator are endangered. The sharp decline in marine species comes as a result of over-fishing and pollution of the marine environment. If the trend is not reversed, the world's seafood supply will be depleted by the year 2048.

Besides the celebrity family, the launch event was also graced by Ms Li Ran, Director of Fashion iFeng and Mr Lim Soon Hua, Assistant Vice President of Communications & Greater China Marketing at Resorts World Sentosa.

Li Xiang added that: "Up-close and intimate interactions with marine animals are important for children. I believe that engagement learning opportunities will allow children to develop naturally a desire to protect these animals, which goes beyond discussing it at surface value or reading about it on books."

Mr Lim said: "As a world-class destination resort, Resorts World Sentosa not only creates blissful vacation experiences, but also provides the rare opportunities for guests to interact with and learn more about marine animals. Education, conservation and research continues to be the key pillars of the Marine Life Park, and the series of marine encounters we offer are aimed at inspiring guests to do their part for the environment."

"We are honoured to join hands with Fashion iFeng and we believe that through the star power of our celebrity ambassadors, we can convey a positive message to our Chinese guests. This event also comes at an opportune time, with RWS having concluded a successful Go Blue month in celebration of World Oceans Day in June. Together with our conservation mascot Bluub, we hope to have raised awareness on sustainability and we will continue to strive on in our efforts," added Mr Lim.

This campaign has garnered the support of volunteers, families and more than 70 media in China.

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#### **About Fashion iFeng**

Fashion iFeng covers trends in fashion, beauty, luxury, and lifestyle, providing cutting-edge fashion information the urban elites and fashionistas. The portal also services brands through interactive and personal services, making it the most widely-used and popular fashion media in China. Fashion iFeng also partners Phoenix TV to become the first online media to report on internal fashion activities, reaching out to the Chinese diaspora internationally.

At the 2014 International Fashion Week, Fashion iFeng partnered exclusively with "China's first fashion baby" Angela Wang Shi Ling, Li Xiang and Wang Yuelun for a debut in Paris, which shot the celebrity family of three to domestic and international fashion stardom. In less than a week, social media content of Angela Wang Shi Ling in Paris recorded 12 million items on Baidu, and video content also exceeded 13 million views. Discussions on SNS also crossed the one million mark, making it to the Top 10 topic listing on the microblogging site several times.

According to latest data by iResearch, as of the end of February 2014, Fashion iFeng (fashion.ifeng.com) is number one in terms of fixed daily users among websites for fashionable women. Of which, 75% of users are of university and higher education, 43.3 percent of users are middle and senior managers, and average monthly household income of nearly 20,000 yuan, putting its users in the high income bracket with strong spending power.

#### **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).

#### **About "Go Blue with RWS"**

Resorts World Sentosa launched the "Go Blue month" in June 2013, with the aim of raising public awareness on marine conservation. A dedicated conservation mascot, Bluub, was also created to spread the message. In celebration of World Oceans Day, the integrated resort launched its inaugural *Ocean Art Charity* to encourage budding young artists to create marine art pieces for charity through an auction. The campaign helped to raise a total of S\$77,630 with the highest bid being \$35,000 for the artwork "Floating Free", painted by artist Adelina Tan Su Ling that showed 4 different jellyfishes floating freely in the oceans.

#### **MEDIA CONTACTS**

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## About the Ambassadors



The celebrity family, comprising parents Li Xiang, Wang Yue Lun and daughter Angela, is not only passionate about charity, but also popular icons of the fashion industry. China's first fashion baby – Angela – made her debut in Paris for the 2014 International Autumn/Winter Fashion Week organised by Feng Huang Fashion. The celebrity family shot to fame ever since, with their popularity growing internationally. Within less than a week, news about Angela watching the fashion show in Paris received more than 12 million hits, with videos receiving more than 13 million views and more than 1 million discussion threads on social media networks. On 19 May 2014, Angela also took to the stage at the Ralph Lauren 2014 Children Fashion Show, becoming the first Chinese child celebrity to strut down an international T stage. The *Angela Wang* brand has also been registered for children fashion in New York.

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