

press release

Resorts World Sentosa organises its first book donation drive in partnership with the People's Association

Members of the public invited to donate new or pre-loved children's books at five designated Community Clubs island-wide to benefit children from low income families

SINGAPORE, 4 March 2016 – Resorts World Sentosa (RWS) is organising its inaugural book donation drive throughout the month of March to celebrate the love for reading with underprivileged children in Singapore. In partnership with the People's Association (PA), RWS through its philanthropic programme, RWS Cares, calls upon the community to donate new or pre-loved children's books to benefit children from low income families under the ComCare schemes, as well as other support programmes, identified by five Community Clubs (CC) in the different districts.

Established in 2005, ComCare provides social assistance to low-income individuals and families across Singapore, including children from low income families. RWS Cares seeks to empower these children through reading so that they too can have a good head start in education and enjoy an equal playing field with all other children. RWS' book donation drive also exemplifies "Caring for the Community", one of the core values espoused by Singapore's late founding Prime Minister, Mr Lee Kuan Yew.

Members of the public can drop off their children's books of any language at any of the five designated Community Clubs (CC) listed below, starting from 4 March to 17 April 2016, 9am to 10pm daily (*except for Nee Soon Central CC from 2.30pm to 10pm*).

Community Clubs (CC)	District	Address
Marine Parade CC	South East	278 Marine Parade Road Singapore 449282
Paya Lebar-Kovan CC	North East	207 Hougang St 21 Singapore 530207
Tanjong Pagar CC	Central Singapore	101 Cantonment Road Singapore 089774
Bukit Batok CC	South West	21 Bukit Batok Central Singapore 659959
Nee Soon Central CC <i>*(Collection time from 2.30pm to 10pm)</i>	North West	749 Yishun Street 72 #01-138 Singapore 760749

RWS Cares book donation drive is a RWS' corporate social responsibility initiative in a lead-up to the Imagine|Native – Creative Fest for Kids! at S.E.A. Aquarium from 27 May to 12 June 2016. In appreciation of the kind support, members of the public will receive one admission ticket (worth S\$5) to the Imagine|Native event for every two or more books they donate (up to a maximum of five tickets per person). Children beneficiaries from ComCare, who are recipients of the donated books, will also be invited for a time of fun and edutainment at the event.

Imagine|Native is a creative fiesta designed to inspire kids and nurture their creativity through playing and reading. The event also sets the stage for renowned authors to launch their newly published children's books and sale of all-time favourite titles including books by Roald Dahl and Geronimo Stilton series. With participation from about 18 publishers such as Epigram Books and

Scholastic Asia, the event will showcase a treasure trove of books for children. As part of the efforts to encourage more children to explore the joy of reading, RWS will be offering 15% discount for all books on sale at the event and a daily lucky draw with up to S\$20,000 worth of prizes to be won, including the “Aquarist for a day” programme and the award-winning “Ocean Dreams” programme.

“Reading is essential to a child's development as it opens up a whole new world of understanding, comprehension and imagination. RWS Cares book donation drive forms part of our corporate citizenship commitment to provide underprivileged children with equal learning opportunities to succeed in life. We believe that every child has great potential and if we nurture and broaden their knowledge, they will be better equipped for a brighter future,” said Jason Horkin, Senior Vice President of Attractions, RWS.

Children can also look forward to a host of interactive edutainment activities throughout the day aimed at promoting reading while learning more about marine conservation. Local illustrators Richard Lee and Stephanie Wong as well as local authors David Seow and Pauline Loh will also be conducting drawing and writing workshops for children. There will also be meet and greet sessions with the authors, illustrators and story characters. Please visit www.rwsentosa.com for more information or to book tickets.

Imagine|Native is in line with the partnership between Genting Singapore and the National Book Development Council of Singapore (NBDCS) to support the Asian Festival of Children's Content 2016 (AFCC). As the Special Partner of AFCC, Genting Singapore - the parent company of RWS, seeks to raise awareness of AFCC and its educational outreach, support the efforts in promoting literacy and reading amongst children, and develop the next generation of writers and illustrators. With Japan as the country of focus for AFCC this year, the partnership celebrates the 50th anniversary of Singapore-Japan diplomatic relations, as well as promotes literacy and inculcates good reading habits amongst children in Singapore.

- Ends -

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, RWS is home to key attractions including the region's first-and-only Universal Studios theme park, S.E.A. Aquarium (one of the world's largest aquariums), Adventure Cove Waterpark and Dolphin Island. 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 has been named “Best Integrated Resort” since 2011 for five consecutive years 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.

 [/ResortsWorldatSentosa](https://www.facebook.com/ResortsWorldatSentosa)   [@rwsentosa](https://www.instagram.com/rwsentosa)  www.rwsentosablog.com

MEDIA CONTACTS

Resorts World Sentosa

Danny Cham

Tel: + 65 6577 9758

Email: danny.cham@RWSentosa.com

Ogilvy Public Relations (for Resorts World Sentosa)

Romona Loh / Hazlyn Aidzil

Tel: +65 6213 7851 / +65 6213 7903

Email: romona.loh@ogilvy.com / hazlyn.aidzil@ogilvy.com