

press release



Go Blue with Resorts World Sentosa this June

*Marine conservation, educational activities, and bubbly **Bluub** mascot take centrestage in month-long festival*

SINGAPORE, 22 May 2014 – In celebration of World Oceans Day on 8 June, Resorts World Sentosa (RWS) is set to launch **Go Blue** (同心协力, 保育海洋) month again, this June. Aimed at raising awareness for marine conservation and education, this month-long festival will see a series of special activities including puppetry shows, performances and a collaborative art piece.

A larger than life Marine Life Park conservation mascot, **Bluub** (波乐), will be showcased outside S.E.A. Aquarium as a 7.5-metre tall inflatable installation and **Bluub** the mascot will also come alive and meet and greet guests at the Ocean Dome inside S.E.A. Aquarium.

Bringing the message of conservation beyond RWS, an online pledge has been made available for all to sign and commit their individual efforts towards conservation at mlp.rwsentosablog.com. Visitors to S.E.A. Aquarium will also be encouraged to sign the pledge via our roving ambassadors on site.

“Conservation, education and research are key thrusts of the Marine Life Park; World Oceans Day provides the perfect platform for us to promote public awareness of marine conservation. The campaign aims to inspire the public to do more for the oceans. With these activities, guests will learn about caring for the marine environment through interactive engagement while having fun in the process,” said Mr Biswajit Guha, Director of Education at Resorts World Sentosa.

This year, in collaboration with The RICE Company Limited, RWS will help raise funds for conservation and art inspired themed projects led by local students. Guests can contribute by pledging a minimum of S\$3 towards this cause and limited edition **Bluub** pin will be given in appreciation. Guests can support this cause at the S.E.A. Aquarium ticket booth, Adventure Cove Waterpark ticket booth, RWS Invites Service Centre, Ocean Restaurant by Cat Cora, Fish & Crab Shack, and Bay Restaurant, from 8 – 30 June 2014.

In addition, on World Oceans Day (8 June 2014), over 100 teams of local students will be participating in a conservation-themed trail that will see them undertake educational tasks and activities across Sentosa island.

For more information on our activities for **Go Blue** month, please refer to the Annex.

*The RICE Company Ltd., is a locally registered charity with an “Institutions of A Public Character” status.

– End –

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.

Facebook: www.facebook.com/ResortsWorldatSentosa | Twitter/Instagram: [@rwsentosa](https://twitter.com/rwsentosa) |
RWScoop: www.rwsentosablog.com

MEDIA CONTACTS

Resorts World Sentosa

Linette Lin
+65 6577 9762
linette.lin@rwsentosa.com

ATE Integrated Communications (for Resorts World Sentosa)

Debbie Pereira
Tel: +65 6592 0543
debbie@ate.bz

Annex

Note to Editors

1. High-resolution photos can be downloaded from link: <https://app.box.com/s/tx3gf2gihh1raflric7n>
2. All photos are to be attributed to: Resorts World Sentosa™ & © 2014. All Rights Reserved.

Go Blue Month 2014 – Events and Activities



Bluub Inflatable Installation

Date: 22 May – 30 June

Location: Level 1, The Forum (facing entrance to S.E.A. Aquarium)

The installation will be manned by team members during the day, sharing more about World Oceans Day and marine conservation. Guests can also pledge their commitment at the installation and at the same time obtain exclusive offers and discounts at RWS attractions.

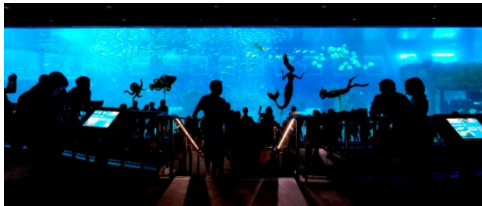
Bluub Meet & Greet

Dates: 31 May - 1 June, 7-8 June, 21-22 June, 28-29 June

Time: 12.00pm to 4.00pm (at intervals)

Location: Ocean Dome, S.E.A. Aquarium

Come take photos with our bubbly mascot, Bluub, and do your part for our world's oceans!



A Tale of the Ocean

Dates: 7 & 28 June 2014 (Sat) - 3.00pm, 3.45pm

8 & 29 June 2014 (Sun) - 1.30pm, 2.15pm

Location: Ocean Gallery, S.E.A. Aquarium

A Tale of the Ocean will be staged at the Ocean Gallery with one of the world's largest acrylic panel as a living screen. This 20-minute show will feature six puppeteers with larger-than-life silhouette puppets. The story develops as a diver interacts with a mermaid and other sea creatures, to convey messages of marine conservation.



Junk Music

Dates: 31 May, 1 June, 21 June, 22 June

Time: 3.00pm – 3.30pm

Location: Conservation Corner

“Junk music” created with an ensemble of instruments made from recycled household products will entertain and delight guests during their visit.



Fun Learning Passport

A *Fun Learning* passport titled “Diving Adventure with Bluub” will be launched in conjunction with World Oceans Day. This passport provides fun facts about the marine animals in the aquarium, as well as different trivia to solve at different zones in the aquarium. Children visiting the S.E.A. Aquarium during the month of June will receive a complimentary *Fun Learning* passport.



“Underwater Garden” Collaborative Art Piece

Dates: 7 June – 29 June

Location: B1 Entrance of S.E.A. Aquarium

Guests will be invited to create little art pieces made from recycled materials which will be contributed to a larger collaborative art piece. The artwork will be unveiled on 8 June in conjunction of World Oceans Day. The artist will visit twice a week to manage the installation and co-create the artwork with guests.

Ms Tay Bee Aye (left) is a Singaporean multi-disciplinary visual artist who specializes in creating public installations. Ms Tay is a pioneer in innovative and interactive contemporary work for children in Singapore. Her latest installation was "Knot, Play, Rest" featured in the 2013 Singapore Biennale. It encouraged people to come together to "Meet, Communicate and Play", in her fabric rope playground created especially for those who have detached themselves in this new age of technology.

Other special activities lined up will include roving magic acts as well as educational activity stations where guests can learn more the importance of our oceans and marine life.

For more information and the schedule of events, please visit www.rwsentosa.com/worldoceansday.

In conjunction with the launch event, every purchase of the S.E.A. Aquarium Annual Pass will come with a complimentary admission to Adventure Cove Waterpark. This offer is valid from 1 June to 31 July 2014. For enquiries, please call +65 6577 8888.

