

FOR IMMEDIATE RELEASE

Iconic Singapore Landmarks Light Up In Solidarity With Dementia Community on World Alzheimer's Day

Esplanade – Theatres on the Bay, Marina Bay Sands, National Gallery Singapore, Singapore Flyer, and Singapore Sports Hub illuminated in purple and yellow for Dementia Singapore's #ShineForDementia campaign



SINGAPORE (Wednesday, 21 September 2022) – Five of Singapore's most iconic landmarks were lit up on 21 September 2022 as a show of solidarity with the dementia community.

To commemorate World Alzheimer's Day and champion the dementia cause in Singapore, **Esplanade – Theatres on the Bay, Marina Bay Sands, National Gallery Singapore, Singapore Flyer, and Singapore Sports Hub** were illuminated in hues of purple and yellow on the evening of 21 September. Purple is the symbolic colour universally associated with dementia, while yellow

represents positivity, providing an enlightened contrast to the stigma and negativity often associated with the condition.

The light-up was organised by Dementia Singapore, the country's leading organisation in dementia care, and is in support of the Dementia-Friendly Singapore (DFSG) movement by the Agency for Integrated Care (AIC).

The light-up was part of Dementia Singapore's advocacy efforts to raise awareness for the condition and the people impacted by it – people living with dementia, caregivers and family members, healthcare professionals, and community care workers – during the month of September, which is globally commemorated as World Alzheimer's Month.

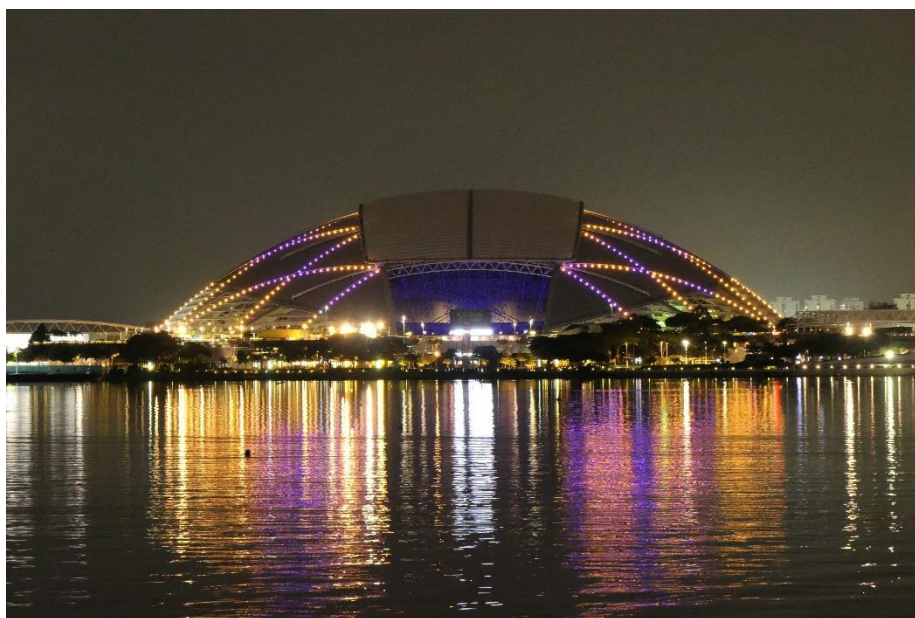


Photo credit: Singapore Sports Hub

This is the second year running that the National Stadium was lighted up on World Alzheimer's Day in support of Dementia Singapore's efforts. With Singapore Sports Hub's continued support and more partners on board this year, Dementia Singapore hopes to create an even greater impact.

"We are grateful to have Esplanade, Marina Bay Sands, National Gallery Singapore, Singapore Sports Hub, and Singapore Flyer champion the dementia cause this year by lighting up these iconic national monuments to amplify our dementia advocacy efforts," said Dementia Singapore CEO Jason Foo.



“As we witness the central city skyline’s transformation this World Alzheimer’s Day, we are honoured to be able to dedicate this historic light-up in purple and yellow to our growing dementia population in Singapore,” Mr Foo added.

National Gallery Singapore and Esplanade are no strangers to supporting the dementia cause.

Last year, National Gallery Singapore joined CARA, Dementia Singapore’s pioneering community and lifestyle membership programme for the dementia community, as a Benefits Partner, giving CARA members access to exclusive privileges, including free admission tickets to listed tours. Esplanade is a Solutions Partner on the CARA platform, enabling members to sign up for the *Esplanade&Me* Discover membership to enjoy ticketing specials and other benefits.

In 2016, Esplanade partnered with Dementia Singapore to develop the community engagement programme, *Sing Out Loud!* Piloted in one of Dementia Singapore’s daycare centres, New Horizon Centre (Toa Payoh), *Sing Out Loud!* provides persons living with dementia and their caregivers opportunities to deepen their engagement with music through the reminiscence of songs and singing workshops. Under the Esplanade Academy, they have also extended capability-building workshops to arts practitioners and social service professionals keen to use music and singing to engage persons with dementia.

In 2021, Esplanade was recognised by AIC as Singapore’s first Dementia-Friendly Arts Venue and a Dementia Go-To Point.

Said Ms Grace Low, Head, Customer and Community Engagement and Lead, Accessibility Taskforce, The Esplanade Co Ltd, “At the heart of Esplanade’s vision to be an arts centre for everyone, is making sure that the arts is accessible for as many people as possible. We work closely with persons living with dementia through our community engagement programmes, and here at the centre, all our staff are equipped to offer assistance if they encounter someone with signs of dementia. As Singapore’s first Dementia-Friendly Arts Venue and a Dementia GTP, we are proud to light up our domes in purple and yellow, in support for this cause.”

For dementia self-advocate Anjang Rosli, the light-up presents an opportunity to raise more awareness of the condition and those living with it in Singapore.

“Awareness of dementia is a critical part of building an empathetic and dementia-inclusive society. I believe that this light-up event is an impactful way to bring more

people – even those who have not been directly touched by dementia – into the conversation,” said Anjang.

Dementia is a general term that describes a wide range of symptoms such as loss of memory, difficulties in communication and problem-solving, and other reduced cognitive abilities that are severe enough to interfere with daily life. Types of dementia include Alzheimer’s disease, vascular dementia, Lewy body dementia, and frontotemporal dementia.

According to the Well-being of the Singapore Elderly (WiSE) study led by the Institute of Mental Health in 2015, one in 10 people aged 60 and above may have dementia. Locally, there are an estimated 100,000 people in Singapore who have dementia, and that number is rising.

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ABOUT DEMENTIA SINGAPORE

Dementia Singapore was formed in 1990 as the “Alzheimer’s Disease Association” to better serve Singapore’s growing dementia community, increase awareness about dementia, and reduce the stigma surrounding the condition. As Singapore’s leading Social Service Agency (SSA) in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; empower the community through capability-building, knowledge and consultancy; and deliver quality, person-centred care innovations.

For more information, visit <http://dementia.org.sg>

ABOUT ESPLANADE – THEATRES ON THE BAY

Esplanade is Singapore’s national performing arts centre. It hosts a year-round line-up of about 3,500 live performances and activities presented by Esplanade, its partners and hirers. Esplanade also brings the arts virtually to audiences in Singapore and beyond, through its diverse range of digital programmes on Esplanade Offstage, an all-access backstage pass to the performing arts and guide to Singapore and Asian arts and culture, with videos, podcasts, articles, quizzes and resources.

As an arts centre for everyone, Esplanade also creates opportunities for seniors, youth, children and underserved communities to experience the arts. More than 70% of the shows that take place each year at the centre are free for all to enjoy.

The centre works in close partnership with local, regional and international artists to develop artistic capabilities and content, push artistic boundaries and engage audiences. Esplanade supports the creation of artistic content by commissioning and producing new Singapore and Asian work for the international stage. It also develops technical capabilities for the industry nationally.

Turning 20 in 2022, Esplanade marks the occasion with a year-long celebration themed 20 and Beyond: Keeping the Lights On. In addition to the presentations of its year-long festivals, programme series, and special initiatives and events, there will also be a season



of new works by Singapore and Asian artists specially commissioned for the arts centre's 20th anniversary and official opening of its newest venue, Singtel Waterfront Theatre.

Esplanade –Theatres on the Bay is operated by The Esplanade Co Ltd (TECL), which is a not-for-profit organisation, a registered Charity and an Institution of a Public Character. The Charity Council awarded TECL the Charity Governance Award – Special Commendation for Clarity of Strategy in 2016, and the Charity Transparency Award for four consecutive years since 2016. Esplanade is Singapore's first Dementia-Friendly Arts Venue and a certified Dementia Go-To Point, as well as a Guide-dog Friendly centre.

TECL receives funding support from Ministry of Culture, Community and Youth and its Community Programmes are supported by Tote Board Family, comprising Tote Board, Singapore Pools and Singapore Turf Club. Visit Esplanade.com for more information.

ABOUT MARINA BAY SANDS PTE LTD

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010. Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs nearly 10,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360. For more information, please visit www.marinabaysands.com

ABOUT NATIONAL GALLERY SINGAPORE

National Gallery Singapore is a leading visual arts institution which oversees the world's largest public collection of Singapore and Southeast Asian modern art. Situated at the birthplace of modern Singapore, in the heart of the Civic District, the Gallery is housed in two national monuments—City Hall and former Supreme Court—that have been beautifully restored and transformed into this exciting 64,000 square-metre venue. Reflecting Singapore's unique heritage and geographical location, the Gallery aims to be a progressive museum that creates dialogues between the art of Singapore, Southeast Asia and the world to foster and inspire a creative and inclusive society. This is reflected in our collaborative research, education, long-term and special exhibitions, and innovative programming. The Gallery also works with international museums such as Centre Pompidou, Musée d'Orsay, Tate Britain, National Museum of Modern Art, Tokyo (MOMAT) and National Museum of Modern and Contemporary Art, Korea (MMCA), to jointly present Southeast Asian art in the global context, positioning Singapore as a key node in the global visual arts scene.

In 2020, the Gallery was the only museum in Southeast Asia that received a ranking in The Art Newspaper's annual global survey of attendance at art museums, taking 20th place. It was the first museum in Asia to receive the Children in Museums Award by the European Museum Academy and Hands On! International Association of Children in Museums in 2018. The Gallery also won the awards for "Best Theme Attraction" at TTG Travel Awards 2017, "Best Attraction Experience", "Breakthrough Contribution to Tourism" and "Best Customer Service (Attractions)" at the prestigious Singapore Tourism Awards in 2016 for its role in adding to the vibrancy of Singapore's tourism landscape. For more information, visit www.nationalgallery.sg.

ABOUT SINGAPORE FLYER

Launched in 2008, Singapore Flyer is one of Singapore's most iconic landmarks in the idyllic Marina Bay. Come day or night, experience the splendour of Singapore's cosmopolitan cityscape and beyond 165 metres from above. The 30-minute scenic flight includes an interactive in-capsule experience that provides a virtual tour of Singapore, treating visitors to more than just the view on board one of the largest giant observation wheel in the world. Home to the world's first full service Sky Dining, Singapore Flyer offers other premium experiences; Singapore Sling and Premium Champagne aboard.

Time Capsule, launched in 2020, is Singapore Flyer's latest attraction. The attraction embarks on a unique retelling of the Singapore story, drawing upon the concept of time-travel. Weaving together multisensory technologies, elaborate scenography designs, and creative curation of edutainment content, the Time Capsule delivers an immersive, interactive, and multisensory experience to showcase a deeper appreciation of the storied past and bold aspirations behind modern-day Singapore as they proceed onto the Singapore Flyer.

Singapore Flyer was acquired by Straco Corporation Limited in November 2014 through Straco Leisure Pte Ltd, a joint venture between Bay Attractions Pte Ltd, a wholly-owned subsidiary of Straco Corp Ltd and WTS Leisure Pte Ltd. Singapore Flyer is Straco Corp's flagship project in Singapore. For more information, please visit singaporeflyer.com.

ABOUT SINGAPORE SPORTS HUB

The Singapore Sports Hub is a fully integrated sports, entertainment and lifestyle hub, with programming that comprises world-class recreational and competitive events, as well as community events, to serve children, youth, working adults, seniors, families, and less privileged population segments in Singapore and tourism sectors. Consisting of a unique cluster development of world-class sports facilities within the city, it plays a critical role in accelerating the development of Singapore's sports industry, excellence and participation. Its vision is to be the region's premier sports, entertainment and lifestyle destination.

Located on a 35-hectare site in Kallang, the Singapore Sports Hub includes the following facilities:

- A new 55,000-capacity National Stadium with a retractable roof and movable tiered seating
- The iconic Singapore Indoor Stadium
- A 6,000-capacity OCBC Aquatic Centre that meets FINA standards

- A 3,000-capacity OCBC Arena which is scalable and flexible in layout
- Water Sports Centre featuring kayaking and canoeing
- 41,000 sqm Kallang Wave Mall, including indoor climbing wall and Splash-N-Surf facility (Kids Waterpark, Stingray and Lazy River)
- 100PLUS Promenade that encircles the National Stadium
- Singapore Youth Olympic Museum & Singapore Sports Museum
- Sports Hub Library
- Shimano Cycling World
- Daily community facilities and activities, including beach volleyball, hard courts (futsal, basketball and netball) lawn bowls, giant chess, skate park and running & cycling paths.

The Singapore Sports Hub, which is managed by SportsHub Pte Ltd, is one of the largest sporting Public-Private Partnership (PPP) projects in the world. It is also Singapore's largest flagship PPP project of this nature and has won the Project Finance International (PFI) award in London in 2011, World Architecture Festival Awards for Best Future Project in the leisure-led development category in 2013 and Sports Building of the Year in 2014.

For more information, please visit the Singapore Sports Hub:

- Website: www.sportshub.com.sg
- Facebook: [sporesportshub](https://www.facebook.com/sporesportshub)
- Twitter: [@sgsportshub](https://twitter.com/sgsportshub)
- Instagram: [sgsportshub](https://www.instagram.com/sgsportshub)

The Public-Private Partnership includes:



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