

MEDIA RELEASE

EMBARGOED TILL 11 July 2023 2pm

**DEMENTIA SINGAPORE TO PRESENT MICHAEL LEARNS TO ROCK
LIVE IN SINGAPORE, ITS FIRST FUNDRAISING CONCERT FEATURING
AN INTERNATIONAL ACT**



11 JULY 2023, Singapore – Dementia Singapore is proud to present Michael Learns To Rock Live in Singapore. With presenters Anthonia Hui & Leonardo Drago, and co-presenters Singapore Pools and Yongjing Family Office onboard, this is Dementia Singapore’s first ever fundraising concert featuring an international act. It is slated to take place on 9 September, 8pm, at Our Tampines Hub – Town Square.

Michael Learns To Rock fans can revel in all-time classic hits by the Danish pop rock band while immersing themselves in a wave of nostalgia that has captivated audiences worldwide for decades.

Dementia Singapore embarked on this novel fundraising initiative to promote greater inclusiveness and is confident that this will be a concert persons living with dementia, their caregivers and other Singaporeans can enjoy together.



“Nostalgia has proven to be a powerful tool in Dementia Singapore’s wide-ranging efforts to engage and support persons living with dementia and their caregivers,” said Mr Jason Foo, chief executive of Dementia Singapore.

“Good music is a great connector. And getting a well-known international act to help spread the message of support for Singapore’s fast-growing community of persons living with dementia goes a long way in helping to break down the stigma associated with the condition, which often stems from a lack of awareness and even a discomfort with addressing the issue.”

Mr Foo added that they also chose to stage the concert in the Singapore heartlands, instead of more traditional concert venues, specifically to highlight this idea of inclusiveness.

The Danish group is the perfect act to headline this initiative as the band is well-known to Singaporeans who grew up in the 90s listening to hits like The Actor, 25 Minutes, Paint My Love and Sleeping Child.

“It is the sort of music that those in their 40s and 50s are most familiar with. And, coincidentally, these are also the age groups in which we are seeing a rise in young onset dementia cases,” Mr Foo added.

The excitement doesn’t stop there. There will also be a pre-concert carnival held at the concert venue featuring a wide array of delectable food stalls, rides and activities that will keep everyone entertained and engaged throughout the event. Best of all, visitors can enjoy them free-of-charge.

The carnival, which will be open from 10am until 3.30pm on the day of the concert, is open to members of Dementia Singapore’s CARA app. Non-members can sign up for CARA free of charge by downloading the app on the Apple App Store or Google Play Store, or sign up at the entrance of the carnival.

All proceeds from the concert ticket sales will be donated to Dementia Singapore. Tickets to Michael Learns To Rock Live In Singapore will be available at S\$68 (CAT 5), S\$88 (CAT 4), S\$108 (CAT 3), S\$138, and S\$168 (CAT 1) via All Access Asia (<https://allaccess-asia.com/>) on 12 July 2023, from 11am. Early birds can enjoy a 15% discount if they buy their tickets by 18 July 2023.

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Michael Learns To Rock Live In Singapore**Event Date:** 9 September 2023**Time:** 8.00pm**Venue:** Our Tampines Hub – Town Square**Ticket Prices*:** S\$68 (CAT 5), S\$88 (CAT 4), S\$108 (CAT 3), S\$138, and S\$168 (CAT 1)

*Price excludes ticket fee and booking charges

Public Sale: From 12 July 2023, 11am**Early bird:** 15% discount for tickets bought between 12 July 2023 – 18 July 2023**Ticketing Channel:** <https://allaccess-asia.com/>**Presented by:** Dementia Singapore**Presenter:** Anthonia Gui & Leonardo Drago**Co-Presenter:** Singapore Pools, Yongjing Family Office**Managed by:** IMC Live Global**Partners:** RevUp Consulting, Logwin Air + Ocean Singapore, The Assembly Place, MEDIAPLUS, Fairprice Foundation, Chataeux, Tokio Marine**Official Privilege Card:** Passion Card**Official Radio Station:** Gold 90.5FM**Technical Production:** ITC Systems, Eleven Productions**Official Security:** IPS Group**Official Ticketing Partner:** All Access Asia, Book My Show, SISTIC**Poster and assets download:** <https://bit.ly/MLTR23-Media>

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Official Hashtags:

#MichaelLearnsToRock #MLTRSG #DementiaSG #IMCLiveGlobal #ITCSystems #ElevenProductions

#IPSGroup #CreatingLiveExperiences

For the latest concert information and updates, please visit <https://www.facebook.com/IMCLIVEGlobal/>**For media enquiries, please contact:****Dementia Singapore**

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About Michael Learns To Rock

Someday in March 2018 it was exactly 30 years ago, since Michael Learns To Rock met in a rehearsal room and formed a band. Only a few months later they played their first gig in Århus (Denmark) the hometown of the band. With billions of music and lyrics video views on YouTube, 350 million streams on Spotify, and a former record sales of 11 million physical albums since the debut album in 1991, the Michael Learns To Rock story is not only one of the most successful to ever come out of Denmark, but also a story of an exception: their way to success has never been about scandals, divorces, drugs or any extreme way of living. It has always been about the music! The secret about Michael Learns To Rock is simply their incredible gift to write, record and play great pop songs and get them through to people all over the world. The total number of concerts has far exceeded 700, and there is no sign of them stopping... In March 2018 MLTR's 9th studio album "Still" was released including the singles "Everything You Need", "Hold On A Minute" and the big classic MLTR ballad "Hiding Away From Life".

About Dementia Singapore

Dementia Singapore was formed in 1990 as 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 in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; and empower the community through capability-building, knowledge and consultancy; as well as deliver quality person-centred care innovations. **For more information, visit <https://dementia.org.sg/>.**

About IMC Live Global

IMC Live Global is part of IMC Group Asia and is based in Singapore with offices in China, Japan, Malaysia and Thailand. The company is focused on creating and bringing top quality live experiences to a worldwide audience. In the past 15 years, IMC Live Global has promoted over 450 world-class shows for 5.5 million fans in 48 cities around the globe. **For more information on IMC Group Asia: <http://www.imclive-global.com>**