





4 To PA, Chingay is also an excellent event and platform to bring people of different races and social backgrounds together to interact and form friendships. It is also one of the biggest national events involving a wide range of organisations and many volunteers each year.

5 On behalf of xin.sg, Stomp, Wildlife Reserves Singapore, the CDCs and our other partners, the PA would like to **cordially invite your journalists and photographers to a lunch** so that we can brief you more on Project Wonderland – Chingay Public Participation Programme leading to the Chingay Parade on Friday 30 and Saturday 31 Jan 2009. Interviews and photo opportunities can be arranged. Details are as below:

#### **MEDIA LUNCH BRIEFING**

##### ***Project Wonderland –Chingay Public Participation Programme***

Date: Wednesday 17 September 2008

Time: 11.00am

Venue: Jurong Bird Park, The Lodge on Flamingo Lake

(Venue for Chingay Wearable Art Exhibition by local talented artist, Phylia Poh)

Annexes: A – Lunch programme for 17 September 2008



## MEDIA LUNCH BRIEFING

### **Project Wonderland – Chingay Public Participation Programme**

Date: Wednesday 17 September 2008

Time: 11.00am

Venue: Jurong Bird Park

Time	Activity/Programme
11.00 am	Arrival of journalists and guests + Special photo opportunity: Bring along your camera to capture moments with pretty birds
11.15 am	<p>Media Briefing</p> <ul style="list-style-type: none"> <li> <b>Introduction of Project Wonderland of Chingay Parade Singapore 2009</b>  <i>Sharing by Mr Nah Juay Hng, Group Director (Networks) and Chairman Chingay Parade, People's Association</i> </li> </ul> <p><b><u>CDC WEARABLE ART PUBLIC CONTINGENT FOR CHINGAY 2009</u></b>  <i>Sharing by Terence Ho, General Manager (South East CDC)</i></p> <ul style="list-style-type: none"> <li> <b>Brief:</b> Members of the public can participate in a workshop to learn wearable arts, learn simple dance movements, and wear their self-made artworks to perform at the coming Chingay Parade!         </li> <li> <b>Organised by:</b> PA and five Community Development Councils, supported by xin.sg         </li> </ul> <p><b><u>CHINGAY 2009 JUNIOR CHEF COOKING COMPETITION (THEME: CHINGAY WONDERLAND) &amp; CHINGAY 2009 E-PHOTO COMPETITION</u></b>  <i>Sharing by Wang Zheng, Channel 8 presenter, ambassador of xin.sg</i></p> <ul style="list-style-type: none"> <li> <b>Brief:</b> Budding chefs can cook their own dish depicting 'Wonderland' and win an appearance at the <i>Banquet</i> during the Chingay Parade! Plus, shutter-happy ones can send in their Chingay photos to xin.sg and win prizes!         </li> <li> <b>Organised by:</b> xin.sg and PAssion Card (People's Association Membership Card)         </li> </ul> <p><b><u>CHINGAY 2009 PUBLIC WORKSHOPS ON MAGIC "PROJECT SMILE"</u></b>  <i>Sharing by Ms Priscilla Khong, creative director, Gateway Entertainment</i></p> <ul style="list-style-type: none"> <li> <b>Brief:</b> Learn basic magic tricks and perform along the parade streets before the parade and during the after parade party!         </li> <li> <b>Organised by:</b> The PA and Gateway Entertainment, supported by xin.sg         </li> </ul> <p><b><u>CHINGAY 2009 PUBLIC WORKSHOPS ON HAND PUPPETRY "FINGER PLAYERS"</u></b>  <i>Sharing by Mr Chong Tze Chien, company director, The Finger Players</i></p> <ul style="list-style-type: none"> <li> <b>Brief:</b> Participants will learn the art of hand puppets and perform at Chingay!         </li> <li> <b>Organised by:</b> The PA, Finger Players, supported by xin.sg         </li> </ul> <p><b><u>CHINGAY 2009 STOMP BLOGGER CONTEST</u></b>  <i>Sharing by Ms Serene Siew, editor, STOMP</i></p> <ul style="list-style-type: none"> <li> <b>Brief:</b> Anyone can just send in a 100-word entry on why they should be the Chingay Stomp Blogger and win prizes plus an exclusive experience (to be revealed at the media lunch).         </li> <li> <b>Organised by:</b> STOMP and PA         </li> </ul>

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Organised and presented by



People's Association

# asia's GRANDEST STREET AND FLOATS PARADE

**chingay**  
 PARADE OF DREAMS

Time	Activity/Programme
	<p><b><u>MOST POPULAR CHINGAY FLOAT VOTING CONTEST</u></b>  <i>Sharing by Mr Kelvin Tan, Vice President, New Media Division, ServTouchETi</i></p> <ul style="list-style-type: none"> <li>• <b>Brief:</b> For the first time, audience get to vote for their favourite float 'LIVE' at the parade grounds and win prizes! Eager voters can also start voting on Chingay website from 12 Jan 2009.</li> <li>• <b>Organised by:</b> ServTouchETi and PA</li> </ul> <p><b><u>CHINGAY 2009 WEARABLE ART EXHIBITION @ JURONG BIRD PARK</u></b>  <i>Sharing by Ms Phylia Poh and Ms Fanny Lai, Group CEO of Wildlife Reserves Singapore</i></p> <ul style="list-style-type: none"> <li>• <b>Brief:</b> An exhibition on wearable arts inspired from birds! Art pieces will be seen at Chingay 2009! Plus get hands on mask-making at the Bird Park!</li> <li>• <b>Organised by:</b> Phylia Poh and Wildlife Reserves Singapore, supported by the PA.</li> </ul>
12.15 pm	<p>Lunch            + A unique lunch experience with <b>showcase of Wearable Art and magic!</b></p> <p>Q &amp; A during lunch</p>
1.30 pm	End of Media Lunch.

### About Us

The **People's Association** brings Singaporeans together to take ownership of and contribute to community well-being. We connect the people and the government for consultation and feedback. We leverage on these relationships to strengthen racial harmony and social cohesion, to ensure a united and resilient Singapore. We achieve our mission through our network of 1,800 grassroots organisations, five Community Development Councils, the National Youth Council, National Community Leadership Institute, Outward Bound Singapore and Water-Venture. More information at [www.pa.gov.sg](http://www.pa.gov.sg)