



**Asia's  
GRANDEST**  
STREET & FLOATS PARADE

PA\_Lifeskills\_Lifestyle@pa.gov.sg

[WWW.CHINGAY.ORG.SG](http://WWW.CHINGAY.ORG.SG)

Organised and presented by



People's Association

9 King George's Ave,  
Singapore 208581

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PARADE SINGAPORE

# MEDIA INVITE



~ Embargoed till after the respective media events on 15 and 16 Jan 2010~

Meet Mr Lee Khoon Choy, Dr Ho Kah Leong, Mr Ong Lip Tat and Yellow Ribbon Representatives on Their Artistic Participation in Chingay 2010 on **Friday 15 Jan 2010** &

Cover the 2,000-Member Singapore Samba Rehearsal (and First Ever Large Scale Samba Party) and the Setting of a New Singapore Record on **Sat, 16 Jan 2010**

In a lead-up to the upcoming Chingay Parade, the People's Association (PA) would like to invite media to cover the following events:

- a) **Full Dress Rehearsal (FIRST Sneak Preview) on one of the anchor Chingay 2010 highlights, "Yellow River – the Chingay Interpretation) on Friday 15 January 2010 at F1 Pit Building (next to Singapore Flyer), the new Chingay venue.** Before the rehearsal involving 450 performers, Media are invited to meet former Senior Minister of State, Mr Lee Khoon Choy, former Senior Parliamentary Secretary Dr Ho Kah Leong, top local Pianist Ong Lit Tat, Representatives of the Yellow Ribbon Project as well as representatives from Raffles Junior College, Raffles Girls School, Leng Kee Dance Troup, Sembawang CC Ballet Dance Troupe on their joint artistic efforts to co-create this big scale Chingay item. "Yellow River". Also find out how Eu Yan Sang and South West Development Council make it possible for needy and low income residents to attend the coming Chingay Parade free-of-charge.
- b) **A 2,000-member Singapore Samba Segment Rehearsal cum first Singapore Samba Party open to members of the public on Saturday 16 January 2010 at PA Headquarters (9 King George's Avenue).** On the same evening, more than 300 painters and volunteers including residents from Jalan Besar will collectively make an attempt to set a new Singapore Record entitled "*Most number of handpainted banners unfurled at the same time*". Adviser to Jalan Besar GRC Grassroots Organisations (GROs), Dr Lee Boon Yang will be the Guest-of-Honour. Beside the 2,000 Chingay Performers of the Singapore Samba Segment, at least 500 residents, including those from King George's Estate, are expected to turn up at the first ever Singapore Samba Party.

2 Chingay is an excellent event to bring people of different races and social backgrounds together; to build and bridge communities. Organised by PA, it is one of the biggest national joyous events in Singapore involving a wide range of organisations, local international communities, foreign groups and many volunteers.



### **(1) Sneak Preview of Yellow River – a Chingay Interpretation (Programme in Annex A)**

**Date:** Friday, 15 January 2010

**Time/Venue:** 6.15pm, Temasek Suite in 3rd level of Pit Building (Next to Singapore Flyer). **Buffet Dinner will be served.**

*The Sneak Preview will start off with a media sharing session – sit down buffet dinner with our distinguished participants of the Yellow River performance, namely Mr Lee Khoon Choy, Dr Ho Kah Leong, Mr Ong Lip Tat and Representatives of Yellow Ribbon and schools. After which, media friends will proceed down to the F1 Pit seating gallery for viewing of the “Yellow River”, the first combined full dress rehearsal.*

#### **EXCITING MOMENTS - PHOTO/VIDEO OPPORTUNITIES**

- **At Temasek Suite:** Signing ceremony to “complete” the calligraphy (based on a poem by Li Bai in Tang Dynasty) by Dr Ho Kah Leong and to “complete” a painting on “Yellow River” specially painted by Mr Lee Khoon Choy (86 years old) for Chingay Parade 2010.
- **From the seating gallery:** Wide and grand shots on Chingay interpretation of the Yellow River involving Pianist Ong Lip Tat and 450 performers. Enlarged art pieces (3 x 50 metres) contributed by Dr Ho Kah Leong and Mr Lee Khoon Choy will be unveiled by performers as part of the “Yellow River” performance at Chingay 2010.

### **(2) Singapore Samba Rehearsal cum first large scale Samba Party in Singapore & Setting a New Singapore Record using Chingay Art Banners!** **(Programme in Annex B)**

**Date:** Saturday, 16 January 2010

**Time/Venue:** 6.15pm, People’s Association Headquarters (9 King George’s Avenue).  
**Buffet Dinner will be served.**

#### **EXCITING MOMENTS - PHOTO/VIDEO OPPORTUNITIES**

- 2,000-member Singapore Samba rehearsal and party ‘live’ at the PA Headquarters complete with live music. Residents of the neighbourhood i.e. from King George’s HDB Estate and Jalan Besar are attending the party to enjoy themselves;
- Setting of the new Singapore Record on “*Most number of handpainted banners unfurled at the same time*” involving 300 painters, their family members and volunteers including residents of Jalan Besar.;
- What will happen? 300 colourful pieces of rolled up Chingay Art Banners hand held by painters and volunteers will be released/unfolded simultaneously on activation by the Master of Ceremony to set the new record at a public building.



**Annex A**

**PROGRAMME FOR THE MEDIA  
SNEAK PREVIEW ON YELLOW RIVER – A CHINGAY INTEPRETATION**

Date: Fri, 15 January 2010

Time: 6.15pm

Venue: Temasek Suite in 3rd level of Pit Building (Next to Singapore Flyer)

Time	Programme
6.15pm	Arrival of Media @ Temasek Suite in 3rd level of Pit Building (Next to Singapore Flyer)
6.30 pm	<p><b><u>Start of Media Briefing</u></b></p> <p>1) Welcome and introduction by Mr Tan Boon Huat, Chief Executive Director of PA</p> <p>2) Overview on Yellow Ribbon- A Chingay Interpretation by Mr Nah Juay Hng, Group Director (Networks), Chairman of Chingay Parade</p> <p>3) Sharing on their artistic participation by</p> <ul style="list-style-type: none"> <li>- Mr Lee Khoon Choy, Former Senior Minister of State</li> <li>- Dr Ho Kah Leong, Former Senior Parliamentary Secretary</li> <li>- Mr Ong Lip Tat, Renowned Pianist</li> <li>- Ms Leonie Tan, Member of Yellow Ribbon Secretariat/ Senior Assistant Director (Community Partnership and Aftercare), Singapore Cooperative of Rehabilitation Enterprises</li> <li>- Mdm Tan Bee Lian, Julie, Principal of Raffles Girls' School</li> <li>- Mr Thomas Lim, Chairman of Leng Kee CC/ Vice-Chairman of Chinese Dance Troupe/ Vice-Chairman of Queenstown CCC</li> </ul> <p>4) Through a donation matching scheme, Eu Yan San has partnered South West Community Development Council to jointly invite needy Singaporeans to attend Chingay 2010. Sharing by Mr Vincent Lim, Managing Director of Eu Yan San (Singapore) and Mr Joseph Foo, PBM, CCR FC member, Pioneer CCC Chairman of South West Community Development Council</p> <p><b>Media Photo Moment: Mr Lee Choon Choy and Dr Ho Kah Leong will sign on the Yellow River painting and calligraphy art pieces respectively. Their master artworks will be enlarged many fold (at least 3 x 50-metre) for the Chingay 2010 Yellow River item.</b></p>
7.00 pm	<b>Buffet dinner to be served (sit-down dinner)</b> – Chit-chat session with Lee Khoon Choy, Dr Ho Kah Leong, Mr Ong Lip Tat, Ms Leonie Tan, Mdm Tan Bee Lian, Mr Thomas Lim, Mr Vincent Lim and Chingay Organisers
7.40pm	<p><b>Media will be invited to the F1 Pit building seating gallery</b></p> <p>Sharing on an artistic and elaborate choreography piece at Chingay 2010 – “Yellow River – a Chingay Interpretation” by Mr Fan Dong Kai, Artistic Producer of Chingay, Artistic Director of the “Yellow River” Item</p> <p><b>Sneak Preview on Yellow River</b></p>
8.15pm	<b>Media interviews</b>



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8.45pm

End of Sneak Preview



## PROGRAMME - SINGAPORE SAMBA PARTY & SETTING SINGAPORE RECORD FOR CHINGAY ART BANNER

Annex B

Date: Sat, 16 January 2010

Time: 6.15pm

Venue: People's Association Headquarters (9 King George's Avenue)

Time	Programme
6.15pm	<b>Arrival of Media</b> at the Guest Lounge on First Level of the PA building Buffet dinner will be served
6.45pm	<b>Media meeting with the following participating organisations for the 2,000-member Singapore Samba Segment:</b> <ol style="list-style-type: none"> <li>1. Housing Development Board (HDB)</li> <li>2. Tampines GRC</li> <li>3. Community Development Councils</li> <li>4. Family Life and Active Aging Division of People's Association</li> <li>5. PA National Day Parade 2009 Contingent</li> <li>6. National University of Singapore (NUS)</li> <li>7. Bloco Singapura</li> <li>8. Zambia Congo Capoeira Groups</li> <li>9. Residents of Jalan Besar Constituency and King George's RC</li> <li>10. Eurasian Association of Singapore</li> <li>11. The International Association of Lions Club, Singapore</li> </ol> <p><b>Sharing on setting the record on "Most number of handpainted banners unfurled at the same time" by</b></p> <ul style="list-style-type: none"> <li>- Ms Eileen Tan, Senior Manager (Corporate Affairs), PA Dream Team</li> <li>- Mr Ong Eng Huat, President of the Singapore Book of Records</li> </ul>
7.30pm	<b>Media are invited to join the first Singapore Samba Rehearsal cum largest Singapore Samba Party and to witness the record setting</b>
8.00pm	<b>Arrival of Guest-of-Honour, Dr Lee Boon Yang, Advisor to Jalan Besar GROs</b>
8.05pm	<b>Photo and camera opportunities- "Most number of handpainted banners unfurled at the same time"</b> <ol style="list-style-type: none"> <li>(1) 300 colourful pieces of rolled up Chingay Art Banners hand held by painters and volunteers will be released/unfolded simultaneously on activation by Master of Ceremony to set the new Singapore Record at a public building.</li> <li>(2) Mr Ong Eng Huat, President of Singapore Book of Records will pronounce the setting of the new Singapore Record.</li> <li>(3) Volunteers will take a triumphant group photograph with a large banner announcing that they are the record setters for Chingay Art Banners.</li> <li>(4) 2,000 Samba performers, some holding pom poms will cheer for the setting of the new Singapore Record.</li> </ol>
8.20pm	Media may tour the Chingay Art Banner Display together with the GOH, Dr Lee Boon Yang <ul style="list-style-type: none"> <li>- Media Interviews can be arranged</li> </ul> Combined Rehearsal/Continuation of Singapore Samba Party (Media may take leave at your convenience)
10.00pm	End of Singapore Samba Rehearsal/Party