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## **Beach Fiesta Attracts 5,000 Participants in Celebration of Singapore 2010**

*Youths live up the Olympic values at full-day event in Sentosa*

More than 5,000 participants enjoy a day of fun, sun, sand and sea at **Siloso Beach, Sentosa**, on **Saturday 30 January 2010**. There is something for everybody. Sports like beach volleyball, soccer, netball, tchoukball, touch rugby and basketball are competed among registered teams. Other highlights of the day include an Amazing Race, Mr and Ms Sports Personality Contest, Hip-hop Dance Competition, Lucky Draws and a Dance Party. There are also 30 carnival booths offering a wide variety of games and exhibits for those who prefer cultural and educational programmes.

2 Beach Fiesta is jointly organised by the Institute of Technical Education (ITE), NTUC Club, nEbO, and Sentosa Development Corporation. The purpose of this collaborative effort is to celebrate the Singapore 2010 Youth Olympic Games (YOG) by providing a platform for youths to connect with the community while raising awareness of the three Olympic values - Excellence, Friendship and Respect.

3 **Mrs Josephine Teo, Member of Parliament for Bishan-Toa Payoh GRC and Assistant Secretary-General, National Trades Union Congress** officiated at the Opening of Beach Fiesta.

4 All 5,750 tickets to Beach Fiesta have been sold out. The one-day event is run by some 500 ITE staff and student volunteers, some of whom are showcasing their talents in Street Jazz and Free-style Skating.

### **More than Just a Sporting Event**

5 Mr Bruce Poh, Director and Chief Executive Officer, ITE, said: "ITE has been an active player in organising and participating in the Singapore 2010 Youth Olympic Games (YOG) events. Since 2009, we have provided customised service training for an estimated 600 YOG youth volunteers in a workshop on Service Excellence. The Olympic values promoted through the Beach Fiesta transcend beyond the sporting arena, and will go a long way in building bridges between our youths and the community."

6 Mr Yeo Khee Leng, Chief Executive Officer, NTUC Club added: “Youth engagement has always been a key priority of NTUC. The flourishing nEbO youth community, a Labour Movement initiative driven by NTUC Club, is testimony to our unwavering commitment to develop youths to their fullest potential. With Beach Fiesta, youths are offered a platform to showcase their talent, demonstrate their support for the upcoming YOG, and to celebrate in unity and harmony to highlight the strong and inspirational youth presence we have in Singapore. nEbO is proud to be a pioneering partner for such a meaningful youth event.”

7 Mr Jimmy Wong, Events Director, Sentosa Leisure Group, said: ““The sporting lifestyle has always featured strongly at Sentosa. The island has hosted many sporting events, from international golf tournaments to inter-school competitions. We have collaborated with sports institutions and governing bodies to hold events targeted at youth. We are committed to providing a platform to promote sporting excellence amongst youth and are delighted to be involved in this Beach Fiesta, which provides a hip and happening setting for a day of fun and bonding at Sentosa.”

8 The programme for the Opening of Beach Fiesta is at **Annex A**. More information is available at **[www.ite.edu.sg/beachfiesta](http://www.ite.edu.sg/beachfiesta)**

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### **About ITE**

The **Institute of Technical Education (ITE)**, Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and principal authority in developing national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "**One ITE System, Three Colleges**" Model of Education, ITE governs three Colleges, comprising **ITE College Central, ITE College East and ITE College West**.

### **About nEbO**

nEbO, NTUC's youth community, is a Labour Movement initiative driven by NTUC Club. nEbO was set up on 07.07.07 to provide a platform for youth engagement to develop and realise their potential through interest communities that include music & events, sports, care, gaming, lifestyle and entrepreneurship. Through nEbO, it is hoped that an emotional connection with youths can be nurtured and sustained, leading to a growing relationship with NTUC when the youths enter the workforce.

As a vibrant community of youths, powered by youths, for the youths, nEbO believes in learning by aspiration and leading by inspiration. With more than 30,000 youths joining the nEbO family, nEbO is on its way to be the largest local youth community and in a strong position to contribute to youth development in Singapore.

### **About Sentosa**

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation also owns Mount Faber Leisure Group, which runs Singapore's only cable car service, and manages the Southern Islands.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences - making Sentosa a vibrant island resort for business and leisure. In January 2010, Sentosa welcomed its largest island partner yet and one of the world's most exciting family destinations, Resorts World™ Sentosa, which will operate South East Asia's first Universal Studios Singapore®, a casino and the world's largest marine life park.

### **About Siloso Beach**

Siloso Beach, together with Palawan and Tanjong Beaches, attract over 300,000 guests to Sentosa every month. The popularity of Siloso Beach has steadily grown over the years. Siloso Beach is home to signature events like Jazz by the Beach, the Siloso Beach Party, and ZoukOut. This stretch of the beach is known to many as the place to chill out with friends over a drink while they enjoy the magnificent sea views, groove to great music, and party the night away. Siloso Beach also plays host to high energy beach activities like volleyball, beach soccer and Frisbee. International brands such as Wave House Sentosa, a simulated wave surfing attraction, and Azzura, a hydrosports centre, have made Sentosa and Singapore their home. Siloso Beach has played host to international sporting events like the Swatch-FIVB Beach Volleyball World Tour 2007 and the Asian Youth Games 2009 beach volleyball matches, which complement the sporty lifestyle of Siloso Beach.

OPENING OF BEACH FIESTA

SATURDAY 30 JANUARY 2010 AT 1000 HOURS  
SAPPHIRE PAVILLION, SILOSO BEACH, SENTOSA

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PROGRAMME

<u>Time</u>	<u>Activity</u>
1000 hrs	Arrival of Guest-of-Honour <b>Mrs Josephine Teo</b> <b>Member of Parliament for Bishan-Toa Payoh GRC and</b> <b>Assistant Secretary-General, National Trades Union Congress.</b>
	Opening Performances
	Opening Remarks by Guest-of-Honour
	Signing of the Singapore 2010 Message Board
	Tour of Beach Fiesta Booths
1130 hrs	Reception
1200 hrs	End of Programme