

## PRESS RELEASE

**SingEx Presents SG50 PlayLah! @ Singapore EXPO**

*SingEx celebrates Singapore's Golden Jubilee with the Games We Play - a weekend of family fun and nostalgia at the Singapore EXPO*

**27 May 2015, SINGAPORE** – To mark Singapore's Golden Jubilee, SingEx, the management company of Singapore EXPO Convention and Exhibition Centre, invites one and all to participate in a weekend of family fun on 6 and 7 June 2015 at Singapore EXPO. The event will take place at Hall 4A from 12 noon till 6pm over the two days. Admission is free.

Aloysius Arlando, the Chief Executive Officer of SingEx, describes the inspiration behind the event. "We wanted to contribute to the SG50 celebrations in a manner that promotes community and family bonding while reliving Singapore's memorable moments. What better way for us to do so than to play together our childhood games of today and yesteryear through a nostalgic fun-filled weekend for families. "Play-lah" is our way of showing appreciation for the contributions, big and small, by our fellow Singaporeans and friends of Singapore in transforming Singapore to what she is today" "

In partnership with the National Heritage Board, experience zones will showcase the essence of growing up in Singapore by means of games, interactive activities or memorable icons from the 1960s through to today. Each experience zone will feature a host character representing a decade and they will take visitors on a nostalgic journey through Singapore's rich culture and milestone events over the years.

Visitors can look forward to the *Kampong Days* zone, capturing life in the 60's and 70's featuring games such as congkak, chaptah and five stones, the *Let's Go Retro* zone, where the 80's and 90's will be brought to the forefront and the *Millennial* zone, which will take them through the 2000's and 2010's, showcasing Singapore's urban lifestyle with activities such as skateboarding and hi-tech computer games.



In addition, a Water Heritage Exhibition sponsored by PUB Water will educate visitors as to Singapore's Water Story, telling the story of a fledgling nation's relentless effort to transform itself from a water-scarce city into an emerging, global hydro-hub.

An extra something appealing to fashionistas is the Singapore Fashion Runway (SFR), a nationwide initiative that brings Singaporeans together to co-create and design a national dress. Witness the creations of local fashion designers, tailors and craftsmen that have been tasked to design 50 fashion pieces inspired by Singapore, for Singapore.

Rounding up the showcase will be The *Kids* zone - featuring bouncing castles, and educational workshops to entertain and delight children; and the Simply ShioK zone – where a wide variety of popular local delicacies such as ice cream potong, laksa and malt candy will work up anyone's appetite.

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### **About SingEx**

Wholly owned by Temasek Holdings, one of the largest investment holding companies in Singapore, SingEx Holdings oversees a group of subsidiary companies that specialises in providing a comprehensive range of integrated and customised solutions for venue management and consultancy, as well as organising trade exhibitions and conferences.

SingEx Venues Pte Ltd, with over 35 years of MICE venue management experience, is the management company of the Singapore EXPO Convention and Exhibition Centre, and its convention wing MAX Atria, while SingEx Exhibitions is the event management arm that works closely with SingEx Exhibitions Ventures, the investment arm, to create, own and manage proprietary trade events in Asia Pacific and other key emerging markets around the world including South Africa and the United Kingdom.

For more information, log on to [www.singex.com](http://www.singex.com)

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