

## PRESS RELEASE

### SING FOR SINGAPORE - A VIRTUAL CHARITY TALENT COMPETITION

#### ARE YOU SINGAPORE'S #STAYHOMESTAR? LIVE STREAM SHOWS - 16 MAY TO 27 MAY 2020

Sing for Singapore (@SingForSG) is a Virtual Charity Talent Competition.

SingForSG invites everyone living in Singapore and Singaporeans based overseas to use their singing voices and talent to spread love and positivity and raise money for charity.

SingForSG aims to be a digital event that will bring Singaporeans together, lift our spirits during this challenging time and help vulnerable groups in our community that have been impacted by Covid-19.

The Food Bank Singapore is the beneficiary of SingForSG. The organisers hope to garner a donation of \$50,000 to help The Food Bank Singapore.



#### Why The Food Bank Singapore needs us

Established in 2012 as Singapore's first food bank, The Food Bank Singapore (FBSG) works with more than 360 charities to meet the food needs of 300,000 underprivileged people.

With the COVID-19 situation, not only have donations in kind dropped by 70 percent, social distancing measures have also put a damper on the number of volunteers required to do the work on the ground.

Over the last two weeks, FBSG has also seen a spike in the number of direct requests coming from households. They have stepped up to bridge gaps that have surfaced in the current aid system. Increased demand coupled with reduced donations make it difficult to fulfil the growing number of requests.

FBSG is providing meals to essential workers, underprivileged families, elderly, and migrant workers who are affected by COVID-19. The number of meals required daily has risen to 10,000, resulting in an exponential increase in operational costs.

The virtual charity talent competition, SingforSG, hopes to garner \$50,000 in donations, which will assist FBSG in their operational costs and enable them to keep up with the increasing need for daily meals.

“Food is beyond just providing nourishment for the body. The act of eating is also over and above a very social activity that is now suppressed since we are not able to see our friends and even our family. Therefore, we are very happy when SingforSG approached us to be their beneficiary and everyone could do with some fun and positivity now. We are grateful for the support to nourish the souls of all those in need as well,” shares Nichol Ng, Co-Founder of The Food Bank Singapore.

### **It's time to Sing for Singapore...from your home.**

SingforSG is created and produced by local events agency The Events Artery. “We asked ourselves how we can use our expertise to contribute during this time? So then came the idea to create a digital event that we could all be a part of without having to leave our homes,” shares Wai Mayleng, Founder & Managing Director of The Events Artery.

“We want to encourage people to express their emotions and creativity through music and bring some joy to everyone during Singapore's circuit breaker. The competition is open to everyone who lives here and considers Singapore a home, and Singaporeans based overseas who would like to sing a song for their friends and families here. We hope that the public will donate generously so that The Food Bank Singapore can go on to continue the good work that they do.”

### **Local musicians and entertainers lean in to support the cause**

The virtual charity competition will be streamed online over 6 episodes from 16 to 27 May 2020, 7.30pm. Viewers can expect to meet a total of 12 celebrity judges over the series - Aisyah Aziz, Tosh Zhang, Sara Wee, Don Richmond, Mark Bonafide, Haneri Milliona, Clement Chow, Dee Kosh, Fakkah Fuzz, Jack & Rai.

### **How to take part in SingforSG**

To take part, simply post a video of your home performance with your choice of song (in English). Entries can be solo, duet or whole family act - so long as they are living together with you.

Public to send in entries on Facebook from 27 April to 10 May 2020. Entries will be judged based on singing, performance, entertainment value and audience votes.

Top 20 entries will be selected to perform on the live stream shows. Live Shows streamed on Facebook from 16 May to 27 May 2020.

\$2000 worth of prizes to be won.

For more details, visit @SingForSG on Facebook.

### **How do I donate?**

Donation drive is open from 27 April to 31 May 2020. You can make a donation of \$10 and above at <https://www.giving.sg/campaigns/singforsg>

### **About The Food Bank Singapore**

Established in 2012, The Food Bank Singapore ([www.foodbank.sg](http://www.foodbank.sg)) is Singapore's first food bank and aims to be the prevailing centralised coordinating organisation for all food donations in Singapore. Driven by its mission to eradicate food insecurity of all forms in Singapore by 2025, the registered charity bridges potential donors and member beneficiaries by collecting and redistributing donated food. Its members are registered charity organisations or special organisations with a designated meal programme for low income and underprivileged individuals and families. Through a network of more than 360 such organisations of all sizes, the food bank serves more than 100,000 families and over 300,000 people with all kinds of food – from fresh to cooked.

### **About The Events Artery**

Formed in 2006, The Events Artery (TEA) is an experiential marketing agency based in Singapore. Over the last 14 years, the multi award-winning agency has helped brands from across technology, automobile, pharmaceutical and lifestyle industries connect with their audiences through events and experiences around the region. Clients of the agency include Cycle & Carriage, Microsoft, Netflix, Singapore Tourism Board and DBS Bank. To date, TEA has won 20 regional industry awards and is recognised by industry and peers as a trusted partner in events management.

For more information, go to [www.eventsartery.com](http://www.eventsartery.com)

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# Frequently Asked Questions

## How and When Can I Participate?

Record a short video (60 seconds max) of you singing. Don't forget to introduce yourself! Your chosen song must be in English and should not contain any vulgarities. Post the video to your own Facebook page with the hashtag, '**#StayHomeStarSG**', and do ensure that your profile is set to **public**.

As **circuit breaker** measures are in place, no **outdoor** recordings will be accepted. To ensure fairness, no studio recordings will be allowed. Recordings that have been **heavily modified or edited** using tools and applications such as Smule or similar applications will **not be accepted** as well. Failure to comply with any of the guidelines will result in disqualification. Minor edits such as piecing clips together will be allowed.

Sing For Singapore and its organisers have the right to use submitted posts and recordings for marketing and publicity purposes.

## Who Can Participate?

Anyone living in Singapore can participate. Singaporeans and Permanent Residents based overseas can participate as well. There is no age requirement so teenagers and younger children who are interested can try out too! You can participate as an individual or as a group. Groups should only be made out of people living in the same household.

## How Will The Top 20 Be Chosen?

A selected panel of judges will look through all posts that will be tagged with our hashtag. Posts will be evaluated against a judging criteria that will be shared on our Facebook page, [fb.me/SingForSG](https://fb.me/SingForSG). Any recordings that fail to comply with the guidelines set will not be considered for the top 20. Panel of Judges will have the final say in the matter.

All selected entries will be contacted via Facebook Messenger by a stipulated date. Participants who are not part of the top 20 **will not** be notified

## Competition Format

Top 20 entries will be split into 2 Quarter Final Groups of 10 each. Both groups will compete Live on different days. All contestants will be remotely joining into the stream. 5 winners from each Quarter Final Group will be proceeding to the Semi Finals and subsequently, the top 3 will proceed to the Finals. All live show dates will be made available on our Facebook page.

### Where and When Can I Watch The Livestream?

You can check out the livestream on our Facebook Page, @SingForSG, or follow this link: [fb.me/SingForSG](https://fb.me/SingForSG). The first episode will be streamed 'live' on the 16th of May. Follow us on our page for more updates.

### How Do I Donate? Can I Only Donate During The Show?

You can head on to our [campaign](#) on Giving.sg to donate. You may donate any time from 27th April onwards. The campaign will be active for a period of three months and will be over on 31st May 2020.

### Where Does The Money Go?

All donations go straight to The Food Bank Singapore via Giving.sg. Donors will not pay any fees. For more information on how Giving.sg functions, head on to their FAQ page at: <https://www.giving.sg/faq>

### What Will The Money Be Used For?

Total amount raised will go directly into aiding The Food Bank Singapore with their operational costs.