MEDIA ADVISORY 16 February 2009

“Fly With A Dream”
With Republic Polytechnic and Singapore Flyer

The logo “Stories on the Flyer – Fly with a Dream” is designed by Nur Aziemah, a second year communication and information design student from Republic Polytechnic.

While the global financial crisis is occupying the minds of many, the needy and marginalised are not forgotten.

Sixteen Republic Polytechnic students from various racial backgrounds will kick-start community-based programme, Project 50:50 with “Stories on the Flyer” involving 25 children from Sunlove-Marsiling Neighbourhood Link.

Republic Polytechnic students aim to share their love and bring hope to the children with their written stories featuring young children as central protagonists.

The children aged 7 to 12 will be entertained by stories close to their hearts while enjoying the scenic view in the capsule of the Singapore Flyer.

Project 50:50, the brainchild of Singapore Flyer, is a collaboration between the Singapore icon and corporate sponsor - Face Bistro Pte Ltd to work together to promote social responsibility in this economically trying period.

This project is a new initiative by Singapore Flyer to team up and co-share with organisations to host meaningful events and activities for charities at the Flyer.

Proceeds to the “Stories on the Flyer” will be donated to Sunlove-Marsiling Neighbourhood Link.

We would like to invite your reporter (together with a photographer or camera crew) to the event. Kindly confirm your attendance by Friday, 20 February 2009.

Date 21 February 2009, Saturday
Venue 30 Raffles Avenue, #01-07 Singapore 039803
Time
11.30 am Start
12.00 pm End

About Republic Polytechnic

The first educational institution in Singapore to adopt the Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic has six schools and one centre offering thirty diploma courses in Information & Communications Technology, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, Innovation and Enterprise, and Culture and Communication. Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving process skills and a life-long learning attitude. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society. Republic Polytechnic strives for excellence by achieving various national and international accreditations, including People Developer Standards, ISO9001, ISO14001, OHSAS 18001, Singapore Quality Class, Singapore Innovation Class, and the Singapore Health Awards (Gold). For more information, visit http://www.rp.sg.

About the Singapore Flyer

Towerng at 165 metres, Singapore Flyer is the world’s largest Giant Observation Wheel with a unique 360° day-to-night panorama of Singapore city and parts of Malaysia and Indonesia at every turn of the wheel.

Singapore Flyer has 28 capsules – convertible into a unique moving venue in the sky for all occasions – that can each host up to 28 people. Strategically located at Marina Bay, the hotbed to several exciting new developments, each 30-minute flight on-board the Flyer offers a glimpse to the past, present and future of Singapore.

Sitting atop a three-storey building with an exciting array of retail and food-and-beverage outlets, its central atrium opens out to a tropical rainforest, an open-air theatre and a waterfront dining promenade. Special LED lighting on the giant wheel rim provides a kaleidoscopic visual display at night.

Please visit www.singaporeflyer.com for more information.