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PRESS RELEASE

SINGAPORE TOURIST PROMOTION BOARD 新加坡旅遊促進局 新聞

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30 March 1978

The News Editor

.... Attached is the full text of speech by Mr Tan I
Tong, Chairman of the Singapore Tourist Promotion
Board, to be delivered at the Opening Ceremony of
the STPB Courtesy Campaign on 1 April 1978 at
11 a.m. at the Hilton Hotel, Grand Ballroom.

Please note that this speech is embargoed until
after delivery.

SPEECH FOR MR TAN I TONG, CHAIRMAN OF THE STPB,
AT THE OPENING CEREMONY OF THE COURTESY CAMPAIGN
ON 1 APRIL 1978 AT 11 A.M. AT THE HILTON HOTEL

Ladies & Gentlemen

I am happy to extend a warm welcome to all of you. This morning is a significant one as it is the first day of our Courtesy Campaign.

This campaign is indeed timely. With the rapid pace of development of our society, we have very little time to reflect upon our actions and they can easily be interpreted as rudeness. It is therefore hoped that this campaign will awaken the better side of Singaporeans so that we could take positive and deliberate steps to exercise courtesy. We should consciously orientate our attitudes and behaviour towards a more personal direction so that we will be able to create a more gracious society and to retain our reputation as warm and friendly Singaporeans.

I am confident that Singaporeans will react favourably to our Campaign - but it must be pointed out that the educating effects of this Campaign should not only be felt during the 3-month period of the Campaign. It should continue into the future so that Courtesy will

one day become a natural part of our everyday life. Only then can we say that we have succeeded in this important task. I am confident that such a situation in Singapore is not far away. The testimony of previous campaigns, the co-operation which Singaporeans are known to have will hold us in good stead.

The Singapore Tourist Promotion Board will continue its courtesy education even after the three-month Campaign period is over. We will need constant gentle reminders throughout the year in order to reinforce the effects of our Main Campaign.

Finally I would like to take this opportunity to thank all those who have been involved in one way or another in this Campaign.

It is now my pleasure to declare the Campaign open.