

NEWS RELEASE
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NATIONAL DAY VIDEO 2009 – “ALL TOGETHER NOW” CELEBRATES SINGAPORE’S RICH MULTI-CULTURAL HERITAGE

Singapore, 7 August 2009 – Acting Minister for Information, Communications and the Arts, RADM (NS) Lui Tuck Yew launched the annual National Day Video at the Ministry of Information, Communications and the Arts’ (MICA) National Day Observance Ceremony this morning at the MICA Building. Entitled “All Together Now”, the video was commissioned by MICA and National Heritage Board (NHB) to celebrate Singapore’s 44th National Day.

The National Day Video has been produced annually by MICA and NHB as part of their contributions towards the National Day celebrations since 1997 and has taken on forms like documentaries and songs. This year’s video is an originally written song called “All Together Now”. The five-minute video accompanying the song celebrates the cultures of not only the incumbent communities of Singapore, i.e. the Chinese, Malay, Indian, Eurasian and Peranakan, but also that of the many New Citizens and Permanent Residents. It also highlights that together, we make Singapore more culturally rich and vibrant.

“Singapore has always been a hub of rich cultures. Increasingly, we are seeing more New Citizens and Permanent Residents making Singapore their home, and they bring with them their own unique cultural backgrounds. Through this video, we hope that viewers would be more aware and appreciative of the cultures around them, and take that little initiative to get to know and understand the cultures of the people around them. The video also features Singaporeans and PRs from all walks of life, young and old and even those with special needs interacting with each other. The underlying message is that while we may all have come from all walks of life, we can all together, make the difference for Singapore, a place we all call home,” said Mr Michael Koh, NHB’s Chief Executive Officer.

One of the composers and performers of “All Together Now” is Mr Philip James Dunn, a Film and Video Director/Writer at SPINN, a local video production company

that has won the pitch with NHB to produce the video for the third year running. Mr Dunn has lived in Singapore and worked for various production companies in Singapore for 16 years and his musical background stemmed from being part of a band in the U.K. for 14 years. Mr Wayne Khin, Director of Home Studio, a local audio house and a talented recording engineer and multi-instrumentalist is on board again with Mr Dunn, lending his expertise to this year's video. This year's video also features a female vocalist, Ms Jade McLean, a fresh twist to previous years' videos. She moved to Singapore from the U.K. nine years ago and also runs her own music magazine titled LIVE! Please refer to **Annex A** for the lyrics of the song.

The video, which will also be translated into Malay, Tamil and Mandarin, will be aired over all MediaCorp TV stations on 8 and 9 August 2009 (please refer to **Annex B** for the broadcast schedule). Copies of the video have also been distributed to all schools, Ministries and Statutory Boards to be screened at their National Day observance ceremonies.

About National Heritage Board

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging collaborative partnerships with both private and people sector counterparts. NHB leverages on state-of-the-art technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, and the Heritage Conservation Centre. NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA).

National Archives of Singapore

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'ALL TOGETHER NOW'

The world may sometimes be uncertain,
Well it's always been that way.
But consider where we came from,
We still have cause to celebrate today.
But if we say - We'll be there,
For what it takes - We'll be there,
We can make it happen - We'll be there,
We know we mean it,
Together now.

All together we can be like neighbours,
Though we may come from different shores.
All together we can make the difference that makes our home,
Home for all – together now,
Home for all – together now,
Home for all – our Singapore.

We can learn more from each other,
Sharing the same moon, stars and sun.
No matter how different we are,
No longer living to the beat of a different drum.
Cause when we say - We'll be there,
For what it takes - We'll be there,
With imagination - We'll be there,
We'll make it happen,
Together now.

All together, we are just like neighbours,
Though we may come from different shores.
All together we can build our future,
That makes our home,
Home for all – together now,
Home for all – together now,
Home for all – our Singapore.

All together now
All together now
All together now
All together now

Home for all - Our Singapore.

'ALL TOGETHER NOW'

Sung by Jade McLean

Written and performed by Philip James Dunn & Wayne Khin

Recorded at Home Studio Pte Ltd, Singapore 2009

BROADCAST SCHEDULE OF NATIONAL DAY VIDEO 2009

MediaCorp TV Channels	First Telecast Date/ Time	Second Telecast Date/ Time
Channel 5	8 Aug 09 at 9.25pm	9 Aug 09 at 5.55pm
Channel 8	8 Aug 09 at 9.45pm	9 Aug 09 at 3.40pm
Channel U	8 Aug 09 at 6.55pm	9 Aug 09 at 4.55pm
Suria	8 Aug 09 at 8.45pm	9 Aug 09 at 6.00pm
Vasantham	8 Aug 09 at 9.15pm	9 Aug 09 at 12.45pm
okto	8 Aug 09 at 9.55am	9 Aug 09 at 5.55pm
TV Mobile	8 Aug 09 at 7.30pm	9 Aug 09 at 5.00pm

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