



SINGAPORE TOURISM BOARD AND THE WALT DISNEY COMPANY SOUTHEAST ASIA TO FORM MULTI-YEAR COLLABORATION

A first-of-its-kind with a national tourism body for Disney Southeast Asia encompassing thematic Disney branded entertainment activities for locals and visitors to Singapore

13 April 2017, Singapore – Singapore Tourism Board (STB) and The Walt Disney Company Southeast Asia (Disney) today announced a three-year collaboration, aimed at providing unique and fun experiences themed around Disney’s biggest brands and most popular stories and characters. As part of the collaboration, locals and visitors to Singapore will be entertained with a range of exciting experiential activities starting with Star Wars, followed by Marvel and Disney Animation/Disney Pixar themes in 2018 and 2019 respectively.

In celebration of the 40th anniversary of Star Wars in 2017, the collaboration will kick off with **STAR WARS DAY: MAY THE 4TH BE WITH YOU** Festival, a three-day Star Wars festival held at Gardens by the Bay, followed by other exciting Star Wars-themed activations held in the second half of 2017.

Lionel Yeo, Chief Executive, Singapore Tourism Board said, “We are delighted to collaborate with Disney to create a range of exciting activations, adding vibrancy to our existing events calendar and attracting visitors from the Southeast Asia region and beyond. The multi-year activations will profile our attractions and precincts in Singapore, beginning with Gardens by the Bay for the Star Wars festival held in May. Our collaboration with Disney will also offer plentiful opportunities for local event organisers and SMEs to grow their businesses and enhance their capabilities in world class branded entertainment events.”

“Everything we do at Disney is about connecting with our fans and families with our world class storytelling and beloved characters. A first-of-its-kind with a national tourism body in Southeast Asia, this multi-year collaboration with the Singapore Tourism Board provides more exciting opportunities and unique experiences for us to take the Disney brand of storytelling closer to our Singapore fans as well as visitors from the region,” said Rob Gilby, Managing Director, The Walt Disney Company Southeast Asia.

About STAR WARS DAY: MAY THE 4TH BE WITH YOU Festival at Gardens by the Bay

- On May the 4th, the fan-celebrated Star Wars Day, a three-day festival will kick off the first event of the collaboration. Organised by local event organiser, Esprimo, with Gardens by the Bay as an event partner, the highly anticipated **STAR WARS DAY: MAY THE 4TH BE WITH YOU** Festival will take place from 4–6 May 2017.



- The highlight of the festival is **SaberTrees**, which will be Southeast Asia's largest lightsaber light-up activation where the iconic Supertrees at Gardens by the Bay will be transformed into lightsabers.
- This will be complemented by **Garden Rhapsody: STAR WARS™ Edition**, a stunning light and music show. In addition, visitors can also look forward to interactions and photo opportunities with Chewbacca and Kylo Ren who will be making their first ever appearance in the city.
- Another festival highlight is the first-ever Star Wars Run (6 May) to be held in Singapore which includes a 4.5km fun run and 10km competitive race.
- Other festival events include a Star Wars-themed Silent Disco (5 & 6 May), outdoor movie screening of Star Wars: The Force Awakens (6 May) and other Star Wars-themed activities.

In the second half of this year, fans can also look forward to more unique Star Wars experiences held in Singapore. Detailed information will be announced closer to the date.

For more information, please contact:

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About The Walt Disney Company in Southeast Asia

The Walt Disney Company has been active in Southeast Asia since 1995 when Disney Channel first launched in Malaysia. With six Disney offices in the region including Malaysia, Thailand, Indonesia, Vietnam and the Philippines, the Disney brand has a strong affinity with Southeast Asian families and fans.

Disney is one of the most active and largest global entertainment companies in the region with diversified businesses in film, consumer products, publishing, mobile content, television and family entertainment. There are three business segments in the region:

- Media Networks – Disney Channels, Disney Media Distribution, Disney Interactive, Maker Studios and ESPN
- Studio Entertainment – Walt Disney Studios Motion Pictures International, Walt Disney Studios Home Entertainment, Disney Theatrical Group
- Disney Consumer Products – Consumer Products, Publishing



For more information, please visit www.Disney.sg

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Working in close partnership with industry and community, STB aims to shape a dynamic tourism landscape and differentiate Singapore as a vibrant and inspiring destination through the "YourSingapore" brand. For more information, visit www.stb.gov.sg or www.yoursingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg).

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Annex – Photo Captions

Photo Caption: STB and Disney Southeast Asia form multi-year collaboration in Singapore



From right to left:

Mr Lionel Yeo, Chief Executive, Singapore Tourism Board

Mr S Iswaran, Minister for Trade and Industry (Industry)

Mr Alex Baillie, Head of Marketing and Partnerships, The Walt Disney Company Southeast Asia

Accompanied by Stormtroopers and TIE Fighter Pilots

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Photo Caption: STB and Disney Southeast Asia join forces for multi-year collaboration in Singapore



From right to left:

Mr Lionel Yeo, Chief Executive, Singapore Tourism Board

Mr Alex Baillie, Head of Marketing and Partnerships, The Walt Disney Company Southeast Asia

Photo Credits: STB/Disney Southeast Asia