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EAR, EYE AND HAND TO SHOW UNIQUENESS OF SINGAPOREANS

S'pore Discovery Centre (SDC) invites public to participate in awareness campaign

Starting last week, the public were teased into sharing a picture of their ear, eye or hand to win attractive prizes, such as Nintendo Wii game consoles, iPod Nanos and digital cameras.

Human-sized standees of ear, eye and hand were planted on the open space opposite Jurong East interchange and behind Takashimaya Shopping Centre. Together with the phrase of **'Hear What', 'See What' and 'Touch What'**, they were meant to generate interest and stir up the curiosity of the public. This is in line with SDC's official tagline of **'Hear The Past', 'See The Present' and 'Touch The Future'**



The campaign will continue this week from 16th November 2007 to 18th November 2007, at the two locations mentioned above, with an addition of three bus interchanges (Boon Lay, Bedok & Jurong East). Part-timers wearing walking billboards will be planted at these places and flyers will be distributed to encourage participation. To date, the response has been encouraging and SDC is confident of more entries this coming weekend.



"By involving fellow Singaporeans in our campaign is a great way of representing SDC. With the pictures of their eyes, ears and hands, regardless of race and language, it reflects the multi-racialism in Singapore," says Jordan Woo, General Manager of SDC.



For more information or picture/interview opportunities, please contact Ms Lim Chui Kiang at 6668 0364/ 9792 5943 or chuikiang_lim@sdc.com.sg.