



News Release: Immediate

12 April 2007

TAXI DRIVERS TO PROMOTE THE SINGAPORE STORY

S'pore Discovery Centre to give free admission and diesel vouchers as form of encouragement

- 1 Taxi drivers can now enjoy free and unlimited admission to S'pore Discovery Centre (SDC). The first 500 taxi drivers who turn up at SDC on 17 April will receive a free diesel voucher each.
- 2 The move is to encourage taxi drivers to promote the Singapore Story, to both foreign and local visitors.
- 3 Says COL (NS) Jordan Woo, General Manager of SDC, "When foreign visitors come to Singapore, they would want to find out more about our cultures, traditions and background. SDC is an edutainment attraction that tells the Singapore story. Since many of our visitors come here by taxi, our taxi drivers will be the best persons to tell the Singapore story." He adds, "Offering free and unlimited admission to taxi drivers is also a sign of appreciation for those who have been sending guests to SDC, and responding promptly to our call bookings for guests, especially on rainy days."
- 4 SDC will announce the introduction of the free admission scheme for taxi drivers, to be launched on 17 April, via taxi operators.
- 5 For four hours from 10am on 17 April, SDC staff will be stationed at its open carpark to give out free \$5 diesel vouchers to the first 500 taxi drivers who turn up at SDC. To gain free admission into SDC, taxi drivers will need to show their valid vocational taxi driving license at the ticketing counter to redeem an admission (U.P. \$10) ticket.
- 6 Your assistance in covering the event is greatly appreciated.

Date: 17 April 2007

Time: 10am

Venue: S'pore Discovery Centre, 510 Upper Jurong Road, S (638365)

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