



Press Release: Immediate

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"Friends in the Block"
S'pore Discovery Centre Celebrates International Friendship Day 09

From now till 28th June 2009, join us as we celebrate this special day with exciting activities that include an exhibition, promotion and contest designed to highlight the joy and spirit of friendship, relations with our neighboring countries and beyond.

About the Exhibition:

"Friends in the Block" is an exhibition that features space for an insight into ASEAN, European Union, United Nations as well as World Peace. Look out for the following:

- 1) Watch interviews of our ASEAN and EU friends and learn about what they do in Singapore.
- 2) Enjoy computer interactives with fun quizzes and more information on international associations.
- 3) See special installations like a hanging picture gallery & cube interactive.
- 4) Grab the opportunity to send messages to friends of ASEAN.
- 5) Pledge your support for WORLD PEACE today.

About the Promotion:

For just \$13, visitors can look forward to the following fun-filled activities worth more than \$25 in both S'pore Discovery Centre (SDC) and the ARmy Museum of Singapore (ARMS). Ticket price includes:

- 1) A tour of "Friends in the Block" exhibition.
- 2) A 2D Giant Format movie in SDC.
- 3) A bus tour of the SAFTI Military Institute.
- 4) A chance to experience a battlefield simulation in the special effects Object Theatre in ARMS AND
- 5) A FREE ride in SDC's latest 4D simulation XD Theatre.

About the Contest:

- 1) Visitors will just need to take a tour of our "Friends in the Block" exhibition and they will receive a FREE pack of friendship band-making materials to participate in the "Make a Friendship Band Contest".
- 2) All submitted entries will be displayed at SDC and visitors will get to vote for their favorite friendship bands.
- 3) Every week, one contestant with the highest votes will get to walk away with an iPod Nano. A grand prize of a Sony VAIO P Series Lifestyle PC will also be given out to the contestant who manages to garner the most votes during this promotional period. Voters who have voted for the best designed friendship bands will also stand a chance to win prizes too.

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