

# SPH CELEBRATES ITS 30<sup>th</sup> ANNIVERSARY THIS YEAR WITH A SERIES OF SPECIAL ACTIVITIES

SPH was formed on 4 August 1984 through a merger of three organisations - the Straits Times Press group, the Singapore News and Publications Limited and Times Publishing Berhad which was later de-merged from SPH in 1988. The merger brought together the English, Malay and Chinese newspapers under one roof. SPH later also bought Tamil Murasu Ltd.

While SPH has a relatively young history, its publications have a much longer place in the lives of Singaporeans. In the short span of 30 years, SPH has become a media powerhouse and achieved success in adjacent businesses like property, events and exhibitions.

Here are some of the anniversary highlights spearheaded by Corporate Communications & CSR Division.

### 1 March – Opening Concert by SSO at Paragon

A special SPH Gift of Music concert by the Singapore Symphony Orchestra (SSO) at Paragon kickstarted the SPH 30<sup>th</sup> anniversary celebrations in style. For the first time, SSO musicians played from different levels of the mall before they converged at the main atrium. Star Wars stormtroopers made a surprise appearance and were instant crowd pleasers.



### 17 March – SPH Lucky 30 Draw

The SPH Lucky 30 Draw was launched with 30 prizes worth over \$88,000 to be won. When it ended on 18 May, it had attracted more than 30,000 participants.



### 26 April – SPH Walk of Giants

Dr Lee Boon Yang, Chairman of SPH, officiated at the ground-breaking ceremony for SPH Walk of Giants. To be completed by 2016, this is an elevated boardwalk which showcases giant trees in a learning forest at Singapore Botanic Gardens. This is part of SPH's corporate social responsibility in nature and conservation, as well as education.



### 19 May – SPH Charity Carnival

SPH staff and external charities set up more than 30 stalls to raise funds for different causes at SPH Charity Carnival 2014 – the biggest so far to mark SPH's 30<sup>th</sup> anniversary.



### 14 to 21 July – See the Big Picture

British artist and autistic savant Stephen Wiltshire drew a panoramic cityscape of Singapore from memory at Paragon. The completed artwork was presented to President Tony Tan Keng Yam, as a gift to the nation for Singapore's 50<sup>th</sup> birthday next year. Stephen also mingled with arts, disadvantaged, and special needs students as part of SPH's active corporate citizenry.

This special anniversary event highlights SPH's evolution from a print company to a multimedia conglomerate. Centred on the theme "See the Big Picture", this event showcased the extensive reach of SPH's comprehensive array of media solutions, covering print, online, digital, broadcast, events and out-of-home platforms. By leveraging on these SPH media platforms, advertisers can see "the big picture" and effectively reach out and engage a wider base of clients and readers.



### 25 July – Topping Out Ceremony for The Seletar Mall

The Seletar Mall, which will open this November, is SPH's third mall following Paragon and The Clementi Mall. Dr Lee Boon Yang, Chairman of SPH, was the Guest of Honour at the topping out ceremony of SPH's latest property offering.



**29 July – SPH’s Got Talent**

An SPH talent quest was held for staff across the Group. A total of 19 individuals and teams took to the stage to compete for the coveted championship, and they all put up a stellar performance.



**22 August – SPH Mass Charity Outing**

More than 50 SPH staff brought 110 beneficiaries from various charities to the Singapore Gardens Festival. It was, to date, the largest joint charity activity involving several divisions and their adopted charities.



**4 August – SPH’s Birthday Concert and Special Supplement**

Close to 700 staff and members of the public converged at the newly revamped Victoria Concert Hall to celebrate SPH’s birthday with a lunchtime SPH Gift of Music concert by the Singapore Symphony Orchestra. Everyone was treated to a musical feast and a piece of birthday cake.

A special supplement on the same day in The Straits Times, Lianhe Zaobao and The Business Times included special deals for everyone.



**9 September – SPH’s Gift to the Nation**

SPH Chairman Dr Lee Boon Yang presented Stephen Wiltshire’s artwork to President Tony Tan Keng Yam at the URA Singapore City Gallery, as SPH’s gift to the nation for her 50<sup>th</sup> birthday next year.



**8 November – A Nation in Concert 2014**

Besides being a sponsor of the concert which involves both professional and disabled artistes performing together in a musical, both SPH and SPH Foundation will present \$1 million (with government matching) to 50 charities recommended by the National Council of Social Service.