



MEDIA ADVISORY

Embargoed until 7 January 2012, noon

SINGAPORE MUSEUMS USHER IN THE LUNAR NEW YEAR WITH ACTIVITIES GALORE

From free dragon-themed hongbaos, exclusive dragon plush toys, to a host of free programmes at the museums, the National Heritage Board and Museum Roundtable museums offer great fun for the family to start off the year!

SINGAPORE, 7 January 2012 – This Lunar New Year, celebrate heritage, tradition and the auspicious year of the Dragon at the museums with free *hongbaos* (red packets), specially-designed plush toys and exciting activities – all in the spirit of the festive season.

2 From 9 January to 29 January 2012, the Museum Roundtable (MR), a collective of public and private museums and heritage galleries chaired by the National Heritage Board (NHB), will once again be offering free dragon-themed *hongbaos* (while stocks last) at participating museums across the island! Visitors and collectors can look forward to adding these *hongbaos* to their collection, which are specially designed to represent each of the MR museums. Please refer to **Annex A** for visuals of the *hongbaos*.

3 In total, there will be 41 participating MR members and they include the national museums as well as other private museums or heritage galleries such as the NEWater Visitor Centre, Mint Museum of Toys, Army Museum of Singapore and Images of Singapore at Sentosa. For the full list of participating museums, please refer to **Annex B**. Limited edition *hongbao* box sets comprising 43 *hongbaos* each (including two new designs) will be available for sale at S\$18 at the annual *River Hongbao 2012* from 21 to 29 January 2012.

4 To top off the festive mood, the NHB has also introduced three exclusive dragon plush toys, inspired by the *hongbaos*' designs. Decked in outfits customised to highlight three NHB museums – the National Museum of Singapore, Asian Civilisations Museum and Singapore Art Museum, the three unique plush dragons are perfect collectibles and memorabilia for visitors that will capture the hearts of adults and children alike. The plush dragons can be purchased at the retail counters at the three museums from mid-January 2012. Please refer to **Annex C** for visuals of the dragon plush toys and details of the retail counters.

Free Entry and Activities Galore at NHB Museums

5 NHB's annual *Lunar New Year Open House* will happen on 24 January 2012 and Singaporeans and tourists alike can enjoy free entry to all NHB museums¹. The

¹ NHB museums include: Asian Civilisations Museum, Memories at Old Ford Factory, National Museum of Singapore, Peranakan Museum, Reflections at Bukit Chandu, Singapore Art Museum and Singapore Philatelic Museum.

Sun Yat Sen Nanyang Memorial Hall (SYSNMH), managed by the NHB, will also be offering members of the public free entry for the period of 23 January to 6 February 2012. During this period, the SYSNMH will also be distributing free Mandarin oranges to the first 500 visitors on 23 January and 24 January 2012.

6 In addition, the SYSNMH will organise free cultural activities such as Chinese paper cutting, Chinese calligraphy, Chinese painting, Chinese lantern-making, Chinese knots and origami demonstrations, and Chinese riddles. There will also be a traditional Lunar New Year Food Festival and a lantern display featuring 50 lanterns on 5 February 2012.

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About the National Heritage Board

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging partnerships with both private and people sector counterparts. NHB leverages on state-of-the-art technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, the Preservation of Monuments Board and the Heritage Conservation Centre. NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA). Please visit www.nhb.gov.sg for more information.

About the Museum Roundtable

The Museum Roundtable (MR) is an initiative led by the National Heritage Board (NHB). Since 1996, it has represented and comprises of a collective of public and private museums, heritage galleries and unique attractions of science and discovery in Singapore. With more than 50 members currently, the MR strives to develop a stronger museum-going culture in Singapore while positioning museums as unique and fascinating cultural destinations that challenges itself to remain relevant amidst the changing times. MR members cover themes ranging from art, culture, history, science and innovation, healthcare, lifestyle to defence and community.

For media queries, please contact:

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List of Participating MR Museums in Hongbao Promotion

Terms and conditions apply. Please visit <http://www.museums.com.sg> for more details.





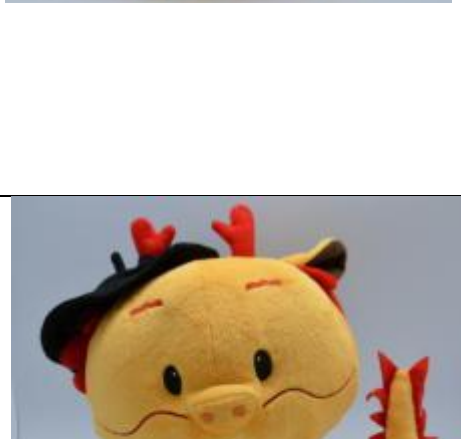

Museum / Gallery	General Enquiries Contact
1) <u>Army Museum of Singapore</u>	1. Website: www.armymuseum.sg 2. General Enquiry Number (For public): +65 6861 3651
2) <u>Art Retreat, A Private Museum</u>	1. Website: www.artretreatmuseum.com 2. General Enquiry Number (For public): +65 6749 0880
3) <u>Asian Civilisations Museum</u>	1. Website: www.acm.org.sg 2. General Enquiry Number (For public): +65 6332 2982, +65 6332 7798
4) <u>Chinese Heritage Centre</u>	1. Website: chc.ntu.edu.sg/ 2. General Enquiry Number (For public): (Ms) Chew Kiat Yin +65 6790 6177
5) <u>Fort Siloso (Sentosa)</u>	1. Website: http://www.sentosa.com.sg/en/attractions/siloso-point/fort-siloso-tours/ 2. General Enquiry Number (For public): you can call 1800-SENTOSA (1800 7368 672)
6) <u>Fuk Tak Chi Museum</u>	1. General Enquiry Number (For public): +65 6593 3333.
7) <u>Grassroots Heritage Centre</u>	1. Website: www.nacli.pa.gov.sg 2. General Enquiry Number (For public): +65 6672 5200
8) <u>HDB Gallery</u>	1. Website: www.hdb.gov.sg/hdbgallery
9) <u>HealthZone. Health Promotion Board</u>	1. Website: www.hpb.gov.sg/healthzone 2. General Enquiry Number (For public): 1800 435 3616
10) <u>Home Team Gallery</u>	1. Website: http://app.hta.gov.sg/Facilities/AdministrationandCeremonialZone/HTGallery/tabid/79/Default.aspx 2. General Enquiry Number (For public): DID : +65 6465 3735 (Mr Benson Lim) or +65 6465 3433 (Mr Zhuo Zehai)
11) <u>Hua Song Museum</u>	1. General Enquiry Number (For public): +65 9831 8955


12) <u>Infocomm Experience Centre (iExperience)</u>	1. Website: www.iexperience.sg 2. General Enquiry Number (For public): +65 6820 6880
13) <u>Images of Singapore (Sentosa)</u>	1. Website: http://www.sentosa.com.sg/en/attractions/imbiah-lookout/images-of-singapore/ 2. General Enquiry Number (For public): you can call 1800-SENTOSA (1800 736 8672)
14) <u>IRAS Gallery – The Singapore Tax Story</u>	1. Website: iras.gov.sg/irashome/irasgallery.aspx 2. General Enquiry Number (For public): +65 6351 2076/2069
15) <u>Land Transport Gallery</u>	1. Website : www.ltgallery.gov.sg 2. General Enquiry Number (For public); and +65 6396 2550
16) <u>Malay Heritage Centre</u>	1. Website: www.malayheritage.org.sg 2. General Enquiry Number (For public): +65 6391 0450
17) <u>Marina Barrage</u>	1. Website: www.pub.gov.sg/marina 2. General Enquiry Number (For public): +65 6514 5959
18) <u>Memories at Old Ford Factory</u>	1. Website: www.s1942.org.sg 2. General Enquiry Number (For public): +65 6462 6724
19) <u>Mint Museum of Toys</u>	1. Website: www.emint.com 2. General Enquiry Number (For public): +65 6339 0660
20) <u>National Library Board</u>	1. Website: www.nlb.gov.sg 2. General Enquiry Number (For public): +65 6332 3255
21) <u>National Museum of Singapore</u>	1. General Enquiry Number (For public): +65 6332 3659
22) <u>NEWater Visitor Centre</u>	1. Website: http://www.pub.gov.sg/water/newater/visitors/Pages/default.aspx 2. General Enquiry Number (For public); +65 6546 7874
23) <u>Ngee Ann Cultural Centre</u>	1. Website: www.ngeeann.com.sg 2. General Enquiry Number (For public): +65 6737 9555
24) <u>NHG Polyclinics' Gallery of Memories</u>	
25) <u>NUS Museum and NUS Baba House</u>	1. Website: www.nus.edu.sg/museum 2. General Enquiry Number (For public): +65 6516 8817
26) <u>Police Heritage Centre</u>	1. Website: www.spf.gov.sg/spfheritage 2. General Enquiry Number (For public): +65 6478 2123

27) <u>Raffles Museum of Biodiversity Research</u>	1. Website: rmbr.nus.edu.sg 2. General Enquiry Number (For public): +65 6516 5082 / +65 6516 8364
28) <u>red dot design museum</u>	1. Website: www.red-dot.sg/museum 2. General Enquiry Number (For public): +65 6327 8027
29) <u>Reflections at Bukit Chandu</u>	1. Website: www.s1942.org.sg 2. General Enquiry Number (For public): +65 6375 2510
30) <u>Republic of Singapore Air Force Museum</u>	1. Website: www.mindef.gov.sg/rsaf 2. General Enquiry Number (For public): 64618507/8506
31) <u>Singapore Art Museum</u>	1. Website: www.singaporeartmuseum.sg 2. General Enquiry Number (For public): +65 6332 3222 or +65 6332 3200
32) <u>Singapore City Gallery</u>	1. Website: www.singaporecitygallery.sg 2. General Enquiry Number (For public): +65 6321 8321
33) <u>Singapore Coins and Notes Museum</u>	1. Website: www.scnm.com.sg 2. General Enquiry Number (For public): +65 6222 2486.
34) <u>Singapore Philatelic Museum</u>	1. Website: www.spm.org.sg 2. General Enquiry Number (For public): +65 6337 3888
35) <u>Sun Yat Sen Nanyang Memorial Hall</u>	1. Website: www.wanqingyuan.org.sg 2. General Enquiry Number (For public): +65 6256 7377
36) <u>The Battle Box</u>	1. Website: www.legendsfortcanning.com/fortcanning/battlebox.htm 2. General Enquiry Number (For public): +65 6339 3286
37) <u>The Intan</u>	1. Website: www.the-intan.com 2. General Enquiry contact: pls email to alvin@the-intan.com or oreileen_lai23@yahoo.com
38) <u>Peranakan Museum</u>	1. Website: www.peranakanmuseum.sg 2. General Enquiry Number (For public): +65 6332 7591
39) <u>The SGH Museum</u>	1. Website: www.sgh.com.sg/museum 2. General Enquiry Number (For public): +65 6326 5294
40) <u>Woodbridge Museum</u>	1. Website: www.imh.com.sg 2. General Enquiry Number (For public): +65 6389 2868
41) <u>YOG Gallery @ Singapore Sports Museum</u>	1. General Enquiry Number (For public): +65 6471 4430

Merchandise Highlights -- Visuals of Dragon Plush Toys

In the spirit of celebrating our rich heritage, the National Heritage Board has introduced three exclusive dragon plush toys, inspired by the dragon-themed *hongbaos*' designs. The dragon plush toys showcase Singapore's strategic location as the nexus between many cultures, histories and practices, an exciting blend of East meets West and modernity interwoven with tradition.

		<p>Asian Civilisations Museum Dragon Plushie</p> <p>Height: 30cm</p> <p>Retail price: S\$33 per piece S\$88 per set of 3 (ACM/NMS/SAM)</p>
		<p>National Museum of Singapore Dragon Plushie</p> <p>Height: 30cm</p> <p>Retail price: S\$33 per piece S\$88 per set of 3 (ACM/NMS/SAM)</p>
		<p>Singapore Art Museum Dragon Plushie</p> <p>Height: 30cm</p> <p>Retail price: S\$33 per piece S\$88 per set of 3 (ACM/NMS/SAM)</p>

		<p>Dragon Plushie (without outfit)</p> <p>Height: 30cm</p> <p>Retail price: S\$26 per piece</p>
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Details of the retail counters

VENUES: The merchandise (while stocks last) can be purchased at the NHB retail counters located at the following venues:

National Museum of Singapore (NMS)

93 Stamford Road
Singapore 178897
Tel: 6332 3659

Retail counter: Located at Level 1, NMS Rotunda
Opening Hours: 10am – 6pm daily

Asian Civilisations Museum (ACM)

1 Empress Place
Singapore 179555
Tel: 6332 2982/ 6332 7798

Retail counter: Located at the Lobby
Opening Hours: 1pm – 7pm Mondays, 9am – 7pm Tuesdays – Sundays and
9am – 9pm every Friday

Singapore Art Museum (SAM)

71 Bras Basah Road
Singapore 189555
Tel: 6332 3222

Retail counter: Located at Level 2, Lobby
Opening Hours: 10am – 7pm, Mondays to Sundays, 10am – 9pm every
Friday