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Uniquely Singapore Award
SINGAPORE HERITAGE FEST

THE HERITAGE OF A UNIQUE IDENTITY

THE Uniquely Singapore Award is one of the new categories in this year's Tourism Awards. It is awarded to individuals, organisations, events or projects that best embody the essence, personality and inspiration behind the Uniquely Singapore branding.

This year, that coveted award has been given to Singapore HeritageFest 2006.

"We are delighted and proud to have won the Uniquely Singapore Award. This award is also a tribute to our sponsors, partners and well wishers who truly believed in us and the festival and what it stands for," said Mr Michael Koh, chief executive officer, National Heritage Board.

Singapore HeritageFest 2006 revolved around the theme of identity, hence the tagline "What Makes You, You".

"The Singapore HeritageFest is all about getting people to discover and appreciate our rich, diverse and vibrant heritage – the key to our very own unique identity," said Mr Koh.

The 12-day festival sought to raise awareness and appreciation of the Singaporean heritage and culture through a series of initiatives and events.

"We want to show that living in a multi-cultural society is a wonderful and

enriching experience and that the vibrant cultures we have contribute to the attraction of living in Singapore," said Mr Koh.

The Festival Hub at Suntec City fused the modern world together with the Singaporean culture through a blend of song, dance, fashion, and martial arts.

There were over 150 activities organised with the assistance of over 220 heritage and private industry partners.

Members of the public had a wide variety of activities to choose from, with cultural performances, outdoor events, public forums, and exhibitions dispersed throughout the festival.

The event garnered a lot of support from local ethnic communities and arts group, thereby providing authentic and unique experiences throughout the festival.

"Besides allowing visitors to explore their own identity, the Singapore HeritageFest 2006 was also designed to introduce tourists to a side of Singapore they never knew," said Ms Thangamma Karthigesu, festival director and director, public education division, National Heritage Board.

Singapore HeritageFest 2006 was a big success, with locals and foreigners making up a record 1.165 million participants.