



MEDIA RELEASE

To be embargoed until 23 October 2010

NEW HERITAGE TOWN FUNDING FOR THE HEARTLANDS

First-ever project to brand a heritage town and promote community ownership of heritage.

SINGAPORE, 23 OCTOBER 2010 – Heartlanders can look forward to organising and participating in more heritage activities unique to their neighbourhoods when the National Heritage Board (NHB) introduces its first-ever *Heritage Town* project to increase heritage heartshare at the community level.

The NHB's inaugural *Heritage Town* project seeks to equip the community with the relevant skills sets and funds to develop and organise heritage activities in the heartlands and in doing so, encourage the community to assume greater ownership over the organisation of and participation in heritage activities. The project will commence with a national call for submissions in end October 2010 and all submissions will be assessed according to the following judging criteria:

- a) Proposed Heritage Town Vision (10%)
- b) Past Heritage Activities for 2010 (40%)
- c) Proposed Heritage Activities for 2011 (40%)
- d) Innovation in Proposed Activities (10%)

The town with the winning submission will be designated NHB's Heritage Town for the year, given rights to NHB's *Heritage Town* branding and awarded funding of S\$100,000 to develop and organise heritage activities. In return, the town will be required to serve as a satellite hub for NHB's *Singapore HeritageFest 2011* as well as promote national education, friendship amongst neighbours and the integration of new citizens through heritage activities.

In addition to funding support, NHB will also be arranging for a sharing session to be conducted by its Education & Outreach division on organising successful heritage activities as well as a training workshop to equip representatives from the designated Heritage Town with the relevant knowledge and skills sets on how to conceptualise and organise successful heritage activities.

Project leader Mr Alvin Tan, Director of Heritage Institutions and Industry Development said: “NHB is adopting a holistic approach with its *Heritage Town* project by training the community in the development and organisation of heritage activities and by providing funding for the community to realise such activities. More importantly, through the project, NHB seeks to create and propagate heritage hubs in the heartlands, make heritage accessible to the common citizen as well as promote a greater sense of ownership and belonging in the community.”

The town with the winning submission is expected to be announced in January 2011 together with more details on the town’s proposed list of heritage activities for the year.

For more information, please refer to:

- **Annex A** – For NHB’s Heritage Town logo.
- **Annex B** – For NHB’s Heritage Town application form.

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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.

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