

Media Release

SPH's Chinese Media Group sponsors fireworks show on Chinese New Year Eve, to give out more than 10,000 tickets

Singapore, 5 November 2018 – Singapore Press Holdings' (SPH) Chinese Media Group (CMG) will be sponsoring the Fireworks Spectacular show at River Hongbao 2019 on the eve of Chinese New Year (CNY) to commemorate Singapore Bicentennial.

Apart from spectacular fireworks, there will be a host of exciting performances to entertain audiences from 9.45pm to past 12 midnight as part of the CNY countdown show on 4 February 2019.

To mark Singapore's bicentennial next year, River Hongbao 2019 will explore themes on Singapore's longer history as an open and multicultural place through time. The 2019 edition will also feature the most spectacular fireworks in the event's 33-year history. Award-winning fireworks experts from Australia, China, USA and Italy will gather to offer spectators a splendid array of fireworks and choreography to light up River Hongbao 2019.

CMG will start to issue free tickets for seats on the floating platform to the countdown event from 7 November, 9am onwards. More than 10,000 tickets will be given out to subscribers of Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News, zaobao.sg, U-Weekly readers, as well as listeners of UFM100.3 and 96.3 Hao FM.

On 6 November, the three Chinese newspapers, zaobao.sg and the radio stations will publish or broadcast a special code for readers to register for the free tickets via the SPH Rewards mobile app on a first-come-first-served basis. Each person is entitled to claim up to four tickets.

To reserve tickets for migrant workers and volunteers

CMG has been a co-organiser of the annual River Hongbao since 1986. The additional sponsorship of the special fireworks display on CNY eve is to reward CMG's loyal audience. CMG will also reserve some tickets for migrant workers and work with volunteer organizations to extend the tickets to volunteers and their family members.

Ms Lee Huay Leng, Head of CMG, said: "As we celebrate the Lunar New Year and look back at Singapore's history, we want to commemorate migrant workers who have toiled and contributed to Singapore's success. Many migrant workers are still contributing to the building of modern Singapore and we wish to express our gratitude to them on CNY eve.

As there are also many volunteers who have been quietly helping the under-privileged and contributing to our society, we would like to show our appreciation by inviting them and their family members to enjoy the fireworks show and countdown the Lunar New Year with us.”

Chairman of the River Hongbao organising committee and Jurong GRC MP Mr Ang Wei Neng, said: “The bicentennial edition of River Hongbao will be unique, special and memorable, particularly the spectacular fireworks display that will be suitable to Singaporeans of different races, cultures and age groups. Collect your fireworks tickets from SPH Rewards mobile app and stand a chance to enjoy a wonderful countdown to the next Chinese New Year.”

The bicentennial edition of River Hongbao will be held from 3 to 10 February at The Float @ Marina Bay. Visitors will get to enjoy the fireworks, which will last for at least three minutes, on all eight nights of River Hongbao. On four special nights (3, 4, 9 and 10 February), visitors will be treated to 12 minutes of fireworks display.

The committee gave out free tickets for three nights of the River Hongbao 2019 Fireworks Spectacular earlier and all tickets were fully redeemed within five hours after its release on 20 October.

Apart from fireworks, visitors to River Hongbao can also admire giant lantern displays, take part in interactive games, sample a variety of cuisines and also catch stage performances nightly.

How to obtain free admission tickets

Members of the public who are keen to get hold of tickets to catch the Fireworks Spectacular on 4 February 2019 (CNY Eve) can register via the SPH Rewards App from 7 November, 9am onwards. Tickets will be given out on a first-come-first-served basis.

Members of the CMG Readers Club can register directly via the SPH Rewards App. Readers or listeners who are not direct subscribers of SPH products can register via the SPH Rewards App by entering a registration code that will be published or announced by the respective publications or radio stations on 6 November.

Jointly issued by Singapore Press Holdings Ltd & River Hongbao 2019 Organising Committee

For media queries, please contact:

Susan Tan

Manager, Culture, Education & New Growth
Chinese Media Group
Singapore Press Holdings
DID: 6319 1902 / 9017 9697
Email: tanccs@sph.com.sg

Mr Alvin Li

River Hongbao 2019
Organising Committee (Secretariat)
DID: 6643 6474 / 8113 8083
Email: alvin@sfcca.sg

Francis Mah

Senior Manager
Corporate Communications & CSR
Singapore Press Holdings
DID: 6319 1028
Email: mahys@sph.com.sg

Elaine Chrysta Tan

Executive
Corporate Communications & CSR
Singapore Press Holdings
DID: 6319 1613
Email: elainect@sph.com.sg

About River Hongbao

As a part of Singapore's Chinese New Year festivities since 1987, River Hongbao is organised by the Singapore Federation of Chinese Clan Associations, Singapore Press Holdings, the Singapore Chinese Chamber of Commerce and Industry, Singapore Tourism Board and People's Association.

For more information, please visit: www.riverhongbao.sg and <https://www.facebook.com/riverhongbaosg/>

About CMG Readers Club

The Chinese Media Group (CMG) Readers Club was launched in June 2017 to reward loyal subscribers and readers of SPH's Chinese publications, namely Lianhe Zaobao, Lianhe Wanbao, Shin Min Daily News, zaobao.sg, U-Weekly, as well as listeners of Chinese radio stations UFM100.3 and 96.3 Hao FM. Subscribers, readers and listeners can download the SPH Rewards App to access discounts and privileges on food, beauty, wellness, travel, lifestyle, education, concerts and other promotions from partner merchants and advertisers.

About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

SPH core business is publishing of newspapers, magazines and books in both print and digital editions. It also owns other digital products, online classifieds, radio stations and outdoor media.

On the property front, SPH owns 70% in a real estate investment trust called SPH REIT which comprises Paragon, a premier upscale retail mall and medical suite/office property in Orchard Road, The Clementi Mall, a mid-market suburban mall and The Rail Mall, a stretch of shopping

and dining outlets along Upper Bukit Timah Road. SPH also owns and operates The Seletar Mall. It is developing a new commercial cum residential site at Woodleigh. It also has a stake in Chinatown Point and acquired a portfolio of Purpose-Built Student Accommodation (PBSA) in the United Kingdom.

It is in the aged care sector and owns Orange Valley, Singapore's largest private nursing home operator.

SPH runs a regional events arm and a chain of Buzz retail outlets. It also invested in the education business.

For more information, please visit www.sph.com.sg.

Facebook: facebook.com/officialsph/

Twitter: [@official_sph](https://twitter.com/official_sph)

LinkedIn: linkedin.com/company/singapore-press-holdings/