



Media Release

River Hongbao 2019 Bicentennial Edition: Looking into the Past, Celebrating the Future

Tying in with Singapore's bicentennial year, River Hongbao 2019 is anchored in heritage but also promises to be one of the most exciting and future-centric editions of the event as it embraces a plethora of new platforms to engage more Singaporeans.

Highlights include spectacular fireworks, a special bicentennial exhibition showcased in a heritage ship, and Instagram and photo competitions

3 January 2019

The bicentennial edition of River Hongbao this year will not only feature what has made it one of Singapore's best-loved events, it also has a diverse array of exciting new offerings to attract even more visitors, young and old.

Set to run from 3rd to 10th February 2019 at The Float @ Marina Bay, the traditional fireworks has always been one of the biggest draws of the event.

For the first time, River Hongbao 2019 features spectacular fireworks choreographed by globally-acclaimed pyrotechnics experts from countries including Australia, China, USA and Italy on the 3rd, 4th, 9th and 10th February.

On the other four nights between 5th and 8th February, the fireworks will be presented by a local company and each night will be unique.

Mr Ang Wei Neng, Chairman of the River Hongbao organizing committee, said: "River Hongbao 2019 is the first major event of the year in Singapore and is expected to draw crowds in excess of a million. The spectacular fireworks will be a fitting start to celebrate the Spring Festival to engage, energise, and excite Singaporeans."

The bicentennial version of River Hongbao will have an exhibition that charts Singapore's history and development on the Singapore River. It is curated by the Sun Yat Sen Nanyang Memorial Hall and Singapore Bicentennial Office. The unique exhibition, which includes many interactive elements, will be showcased in a heritage ship which visitors can walk through.

Gigantic lanterns are a cultural hallmark of River Hongbao. Besides the all-time favourite Zodiac lanterns, God of Fortune and the Fountain of Wealth, there will be an "instagrammable" peacock lantern, as well as an entrance walkway with running lights, and many more. The main entrance to the River Hongbao will feature a majestic dragon forming the shape "200" as a grand arch.

What may be more exciting for youths, however, is patronizing stalls at River Hongbao which will be set up by tertiary students who have won a business competition – the River Hongbao Hackathon (RHBHacks). To recognise the importance of nurturing entrepreneurship, this is the first time that River Hongbao is engaging youths via such a competition.



It is also the first time that River Hongbao is actively engaging younger Singaporeans via social media and interactive games.

They can take part in the Instagram “River Hongbao Lookbook Challenge”, submit their photos to the “Moments at River Hongbao” Canon x RHB Photo Competition, or play a mini game on the website “Huat Ah! RHB” to win attractive prizes, which include a pair of Singapore Airlines Business Class return tickets to New York.

In addition, fans of River Hongbao can expect the usual carnival, merchandise stalls, food street and specially-curated nightly performances. The stage performances will include the MediaCorp production of Singapore Talent Night which will feature performances by some of Singapore’s best artistes such as Joanna Dong and S Pop winners.

Said Mr Ang, “River Hongbao 2019 is a very special edition of this 33-year event. We have pulled out all the stops to make it a stand-out celebration, retaining all the elements which have kept people coming back every year, and introducing new elements to attract new fans.

“It is an opportunity for Singaporeans of all ages to enjoy the majestic fireworks, have fun with the exhibits as well as interact with fellow visitors through technology and social media. We want our visitors to celebrate the spring festival together and soak in the carnival spirit so that they will feel warm, leave with smiles and plenty of wonderful memories.”

For media enquiries, please contact:

Mr Alvin Li

River Hongbao 2019 Organising Committee
(Secretariat)

Tel: 6643 6474

Email: alvin@sfcca.sg

Ms Wong Sher Maine

River Hongbao 2019 Organising Committee
(Media Team)

Email: shermaine.wong@gmail.com

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/>