



MEDIA RELEASE FOR IMMEDIATE RELEASE

Rare and Unique Hongbao Artefacts at River Hongbao 2020 Exhibition

Other exciting new offerings at River Hongbao 2020 include River Hongbao's first virtual game #HuntYourZodiac, and a daily hongbao giveaway by the God of Fortune.

7 January 2020 – Not many of us would know that in the 1940s, hongbaos were very simple in design and were much smaller than it is today – because it is designed to hold the coins which prevailed then, rather than dollar notes.

In an exploration of a tradition which many Singaporeans grew up with without understanding, River Hongbao 2020 (RHB) is devoting an exhibition themed “Prosperity in Packets: Hongbao Giving in Chinese Culture” to the purpose, history and most interesting aspects of hongbaos.

Co-curated by the Sun Yat Sen Nanyang Memorial Hall, students from the Singapore Chinese Girls' School and the Lianhe Zaobao Student Correspondents' Club, the exhibition not only traces the origins and evolution of the Lunar New Year tradition of hongbao or red packet gifting, it showcases how hongbaos are also given in other countries including Korea, Japan and Vietnam.

The highlight of the exhibition is a showcase of over 400 hongbaos which include valuable collector's items and beautiful designs with interesting stories behind them. About 80 students from eight secondary schools will conduct guided tours during the exhibition.

Over the next three years (2021 to 2023), RHB will continue to collaborate with the Sun Yat Sen Nanyang Memorial Hall to develop interesting exhibitions during the RHB event.

This was encapsulated in a Memorandum of Understanding (MOU) which was signed today between the Singapore Federation of Chinese Clan Associations (SFCCA) on behalf of RHB organising committee, and the National Heritage Board, which manages the memorial hall.

Both partners will continue to engage schools to assist in the curation and guiding of the exhibition, which provides a platform for youths to deepen their knowledge and appreciation of Chinese culture.

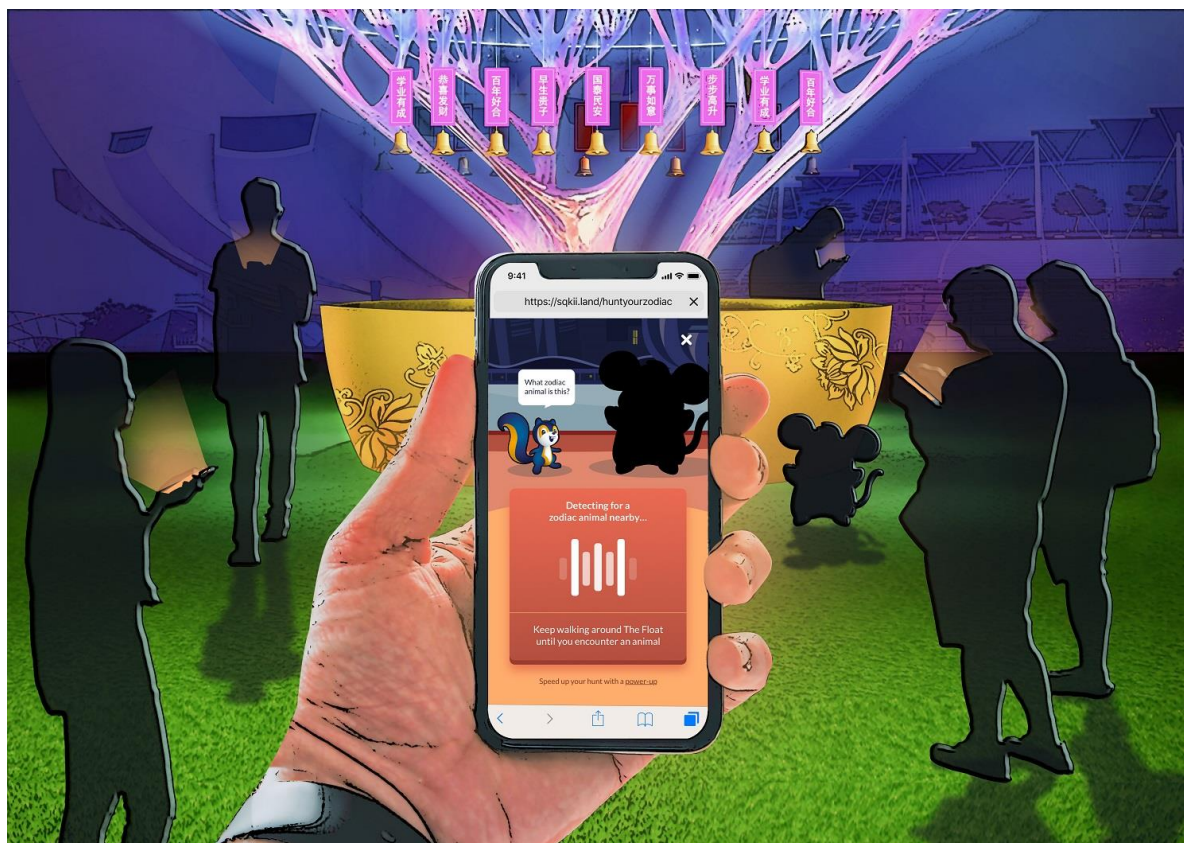
While culture and tradition underscores the exhibition, another two new exciting RHB highlights are future-centric.

RHB's First Virtual Game

From 23 to 27 January, The Float @ Marina Bay will transform into a virtual playground for RHB visitors. Using their mobile devices, visitors will be able to embark on a virtual hunt to “catch” the 12 Chinese zodiac animals hidden around the premises, in exchange for prizes.

This year, key sponsor POSB is working with Sqkii (the folks behind Singapore's viral cash hunt, Hunt The Mouse) to develop #HuntYourZodiac, a virtual game specially designed for RHB 2020. #HuntYourZodiac integrates elements of augmented reality to build an immersive virtual experience where players can search for, hunt and encounter the zodiac animals via their mobile screens while walking around the site.

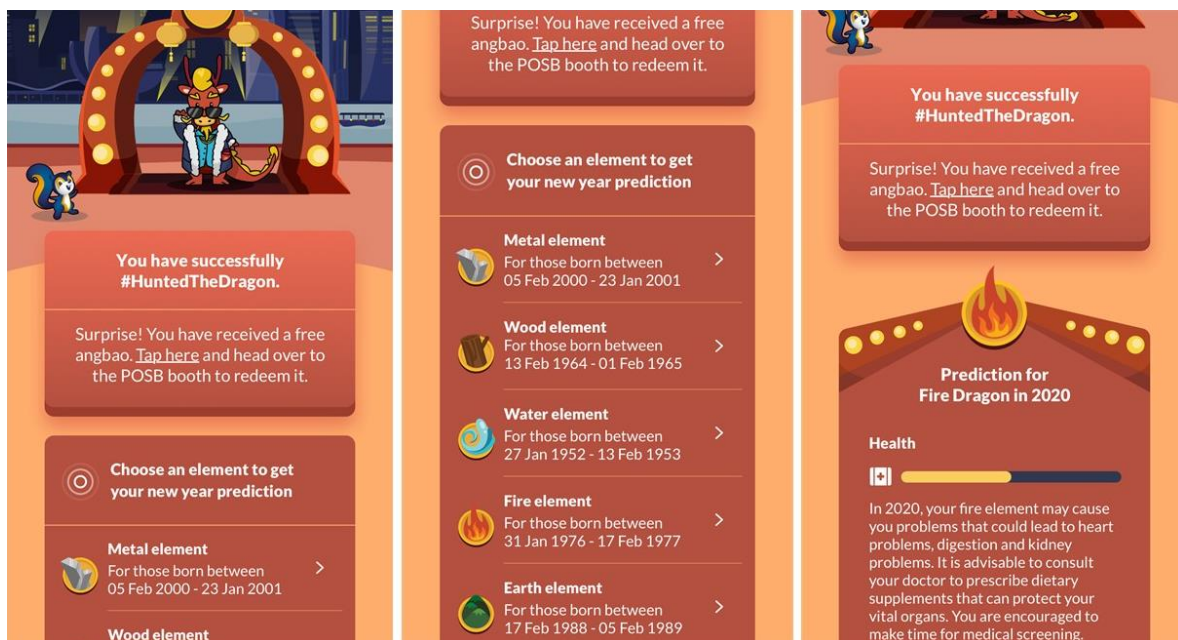
To play, visitors just need to log on to the game's web application via Facebook. During the game, visual cues on the web application will indicate their proximity to a zodiac animal and inform them when one has been found.





Some of the zodiac animals will be holding red packets. Lucky players who successfully “hunt” these animals can head over to the POSB booths at RHB to collect their prize – which could range from gift vouchers to cash prizes redeemable via DBS PayLah!. Each player stands to receive one prize per day of game play (i.e. upon winning a prize on 23 January, players can return to RHB to try for another prize every day for the next four nights).

#HuntYourZodiac will also provide players with specialised Chinese horoscope predictions based not only on their zodiac animal, but also the zodiac element (metal, wood, fire, water, earth) corresponding to their birth date.



For those having trouble finding the zodiac animals, fret not! Players can receive “power-ups” by completing special challenges in the game, which will allow them to hunt more easily.

Jeremy Soo, Managing Director and Head of Consumer Banking Group (Singapore), DBS Bank, said, “Chinese New Year is a time for families and friends to celebrate togetherness, luck and good fortune for the new year. POSB has always been about neighbours first, and we hope to bring the community closer with the #HuntYourZodiac virtual game. The first of its kind to be introduced at RHB, the game combines Chinese New Year traditions with technology to deliver a new, immersive experience that families and friends of all ages can come together to enjoy.”

God of Fortune Huat Hour

POSB is also sponsoring “God of Fortune Huat Hour”, a daily hour-long red packet giveaway!

The God of Fortune will appear at the POSB booth at a certain auspicious hour every night from 23 to 27 January, and gift visitors with red packets. To receive a red packet during “God of Fortune Huat Hour”, RHB visitors simply need to show that they have the DBS PayLah! app installed on their mobile phones.



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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 Chinese Chamber of Commerce & Industry, Singapore Press Holdings' Chinese Media Group, Singapore Tourism Board and People's Association.

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