



Press Release **Lion's Pride – 'Art From The Heart!'**

For immediate dissemination

9:30 AM Tuesday 18 June 2019 The Fullerton Hotel, East Garden

The Singapore Merlion is about to brighten lives... Watch history in the making

From 18th June 2019, you'll never look at the Singapore Merlion in the same light (or colour). Lion's Pride's exciting activities are launching in 2019 in celebration of Singapore's Bicentennial. Lion's Pride is here to stay with new exciting activities lining up additionally in 2020 and beyond.

Lion's Pride - Art From The Heart!

Lion's Pride embraces the Singapore Merlion, and transforms it into an icon of hope for the less fortunate through the language of art. In support of President's Challenge, Lion's Pride presents a campaign of fun art workshops, Singapore inspired 'art' Merlion statues and merchandise. Lion's Pride creates an emotional bridge for the public, to foster a deeper understanding on the benefits of Art Therapy, whilst at the same time, raising awareness and funds for the less fortunate in Singapore.

The President's Challenge represents a coming together of people from all walks of life, under the President's patronage, to help those less fortunate. It serves as a call to all Singaporeans to do their part to build a more caring and inclusive society.





Through a series of interactive art events such as painting workshops and the Lion's Pride National art exhibition; which will present 8 beautiful 'Singapore Stories' hand painted onto 8 x 1.6M tall Merlion statues. There's no better way to exhibit and feel National pride. Starting from 18 June - until end November 2019, Lion's Pride's will engage both young and old to gain a deeper understanding on the

benefits of art therapy and the important role it plays in our society through the universal language of art.

“The Fullerton Hotels Singapore is proud to partner with Lion’s Pride – ‘Art From The Heart!’ as their official Hospitality Partner. We are also pleased to unveil our very own Fullerton Merlion, which marries all the iconic landmarks in the Fullerton Heritage Precinct with a Singapore icon, the Merlion,” says Cavaliere Giovanni Viterale, General Manager of The Fullerton Heritage.



The list of Lion’s Pride activities and retailers includes:

* Fun, interactive painting workshops for the public and community to create their own very special 20cm Merlion masterpieces.

• Lion's Pride 'Art Kits' to be retailed both at Robinsons Department Store (Lion's Pride official retail partner) and with Lagardere 'Discover

Singapore' within Changi Airport's terminals.

* 8 x 'Singapore Stories' 20cm Merlion Statues. The public will also be able to purchase their own Singapore memories with the Singapore inspired Lion's Pride Art Statues. Each statue tells a unique Singapore story. These meaningful Merlions create a unique range of souvenirs which not only embrace the national icon of Singapore, but also give back to the less fortunate via funds raised for President's Challenge.

* Full Size Merlion Art Trail. From 28 July onwards Lion's Pride will present a National tour 'Singapore Stories' of 8 x 1.6M Art Merlions. Additionally, Lion's Pride will display sponsored full size Art Merlions from their select Singapore partners.

Partners include:

- Far East Organisation
- The Fullerton Hotels
- SATS Ltd.
- orchardgateway
- Resorts World Sentosa
- Affordable Art Fair Singapore
- Mucky Pups
- Kingsmen

Merlion Art Trail line up:

Both island wide and throughout Changi Airport at Lagardere retail outlets (Discover Singapore), key national locations will also include orchardgateway, Resort World Sentosa, Fullerton Precinct, Far East Plaza and the Affordable Art Fair in November. These amazing art pieces will be sure to delight both Singaporeans and tourists regaling Singapore Stories, whilst instilling a real sense of national 'pride'.

Come and join us as we kick-off the Lion's Pride Campaign!

Take part with your 'Art from The Heart!' masterpiece. Join the painting workshops and create your own 20cm art Merlion. Send us your designs! Each month prizes will be won from the Lion's Pride art collections. Lion's Pride painting workshops will be held Island wide from this month. Starting daily at Resort World Sentosa from 14 June - 23 June, workshops will also be held at Robinsons The Heeren, The Fullerton Precinct during August, Raffles City during August, and many other locations. Keep your eye on President's Challenge website, Lion's Pride Facebook and @lions.pride.singapore for full locations and dates.

Fund Raising

Fund raising will be on two levels:

- a) For every Lion's Pride painting workshop, 'Art Kit' or 'Art Statue' purchased, S\$2 from the retail price will be donated to The President's Challenge.

- b) All 8 Full Size Singapore stories will go on auction during November 2019 with 100% net proceeds from the auction being donated directly to The President's Challenge.

We look forward to enjoying this colorful and exciting campaign with you!

There are many ways to come on board as a Lion's Pride partner, through supporting one of our multiple events, in creating your own 'Art from the Heart' Merlion to join our pride, or in supporting our November auction for the 8 Singapore Stories Merlion collection.

Support the Singapore communities in need... Please connect with the Lion's Pride team and make a colourful difference.

Have fun and take pride with us.

Join us in this meaningful journey. Give Freely, Live Fully.

-ENDS-

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