

MEDIA RELEASE

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13 April 2018

NATIONAL YOUTH COUNCIL PRESENTS YOUTH^X - A WEEKEND OF CELEBRATION FOR YOUTHS WITH DIVERSE INTERESTS

- *YOUTH^X set to be one of Singapore's largest events to meet diverse interests of youths, ranging from eSports to dance*
- *Features Hyperplay, first-ever ASEAN eSports tournament and music festival*
- *Open call for SHINE x *SCAPE Talent Development Programme starts today*

For the first time, youths will get an upsized celebration with YOUTH^X, seeing a combination of SHINE Festival, GetActive! Singapore and Singapore's first-ever ASEAN integrated esports tournament and music festival all rolled into one. Held from 4 to 5 August at the Singapore Sports Hub, youths can expect a slew of activities which will ignite their interests in music, dance, media, sports and esports.

2 YOUTH^X symbolises the multiplier effect of youths from diverse backgrounds coming together for a shared purpose, and also represents the special X factor they can bring. In order to bring different groups of young people together, this year's programme has been creatively designed, using novel activities such as esports and urban sports.

3 "YOUTH^X is set to be one of Singapore's largest youth-centric events that showcases the best of Singaporean youths and their collaborations with ASEAN youth, in support of our ASEAN Chairmanship this year. Our youths are dynamic, spirited and talented in many areas, ranging from esports to dance. YOUTH^X is

curated for youths, by youths, to celebrate their commonalities, inspire others and spur one another to not only reach for their dreams, but also come together to make a positive difference for others and Singapore,” said David Chua, Chief Executive Officer, National Youth Council (NYC).

YOUTH^X: Hyperplay

4 The Ministry of Culture, Community and Youth (MCCY) and NYC are partnering Riot Games and MTV Asia to present Hyperplay, an inaugural ASEAN integrated esports tournament and music festival. The marquee ASEAN youth event in 2018, Hyperplay will bring esports enthusiasts and music lovers from across the region for a weekend of sportsmanship, competition and fun.

5 Gamers from ASEAN countries will be able to pit their skills against one another to claim the title of League of Legends ASEAN Champion. The winning team will also walk away with coveted prizes. At the same time, youths can look forward to an exciting line-up of regional/international artistes perform right before their eyes.

6 “Hyperplay could not have come at a better time as esports continues to gain prominence among the youths in Singapore. It is important that we provide platforms as such for our youths who are passionate and may aspire to turn their hobby into a professional pursuit. More importantly, as with other sports, esports is a great way to develop sportsmanship, teamwork and friendship with others whom they may not normally come in contact with, such as their peers from our neighbouring countries,” said Nicholas Khoo, Co-chairperson of the ASEAN Singapore Esports Steering Committee and co-founder of Singapore's Cybersports and Online Gaming Association (SCOGA).

YOUTH^X: SHINE Festival

7 In its 13th edition, this year's SHINE Festival – Singapore's largest youth festival – will now be held for the first time on the YOUTH^X weekend at the Singapore Sports Hub. Through music, dance and arts performances, SHINE Festival aims to inspire youths to pursue their dreams.

8 Starting today, the SHINE x *SCAPE Talent Development Programme (TDP) is holding an open call for youths who are keen to pursue their interests. The TDP provides talented youths with opportunities to rub shoulders with the who's who in the industry and be brought under their wings to be groomed. Some of them will also

have the opportunity to showcase their talent alongside their mentors at SHINE Festival. Youths can sign up for the TDP at <http://www.nyc.gov.sg/shine>.

YOUTH^X: GetActive! Singapore

9 Last but not least, in conjunction with GetActive! Singapore, a series of sporting activities specially catered for youths will be held at the Singapore Sports Hub. The Inclusive Sports Festival will also be held at the OCBC Arena for people of all abilities to learn, try and play sports, making YOUTH^X a truly exciting event for all.

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About the [National Youth Council](#)

At NYC, we believe in a world where young people are respected and heard, and have the ability to influence and make a difference to the world. Together with our partners, we develop a dynamic and engaging environment where young people can realise their aspirations and play a part in making Singapore an endearing home for all.

About [Hyperplay 2018](#)

Hyperplay unites eSports enthusiasts and music lovers from across the region for a weekend full of hype and thrills. The best eSports athletes will represent their country to claim the title of League of Legends ASEAN Champion, and fans will get up close with prestigious music artists as they perform right before their eyes in the Indoor Stadium.

About [SHINE Festival](#)

SHINE Festival is the annual high-point celebration of youths in Singapore, showcasing youth talents in the areas of arts, dance, media and music. Now into its 13th year, SHINE Festival is ever evolving to fulfil youth interest and trends. It is powered by the National Youth Council which seeks to inspire youth to develop their talent and realise their aspirations. One of the key features of SHINE Festival is the SHINE x *SCAPE Talent Development Programme which offers youth a unique opportunity to hone their skills and grow their talents in various interest areas, music, dance, media, sports and eSports.

About [GetActive! Singapore](#)

GetActive! Singapore builds on the legacy of the 28th SEA Games and the 8th ASEAN Para Games hosted in Singapore in 2015 and will comprise a week-long series of sports festivals, ground-up sports initiatives and competitions. Held in the lead up to Singapore's national day, GetActive! Singapore aims to rally Singaporeans together to celebrate National Day through sport whilst providing a platform to inspire the Singapore spirit and celebrate our national identity, transforming our sporting spaces into social commons to facilitate greater sport participation and expanding opportunities in promoting an active sporting and healthy lifestyle. GetActive! Singapore will have programmes that reach out to participants of all ages, abilities and skill levels. Working with partners, Sport Singapore will foster community participation and engage Singaporeans to co-create sporting activities under the themes of "Fun, Play and Compete."

About [Riot Games](#)

Riot was established in 2006 by entrepreneurial gamers who believe that player-focused game development can result in awesome games. In 2009, Riot released its debut title League of Legends to critical and player acclaim. Over 100 million play every month. We know players form the foundation of our community and it's for them that we continue to evolve and improve the League of Legends experience. Headquartered just a couple miles from the beach in Los Angeles, California, Riot was featured on Fortune's 100 Best Companies to Work For list in 2016. Riot also ranked on Fortune's "25 Best Companies to Work for in Technology", "100 Best Workplaces for Millennials", and "50 Best Workplaces for Flexibility" lists, accolades based on Glassdoor reviews of Riot by Rioters.

About [MTV Asia](#)

MTV is the world's biggest youth entertainment brand. With a global reach of nearly 785 million households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all platforms.