

**MEDIA RELEASE**  
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30 June 2016

**SHINE FESTIVAL 2016 KICKS OFF YOUTH MONTH WITH 3-DAY  
CELEBRATION ALONG ICONIC ORCHARD ROAD**

Singaporean youths are using their talents as a force for good in this Youth Month of July, debunking myths that they are apathetic and lack idealism.

2 In an exciting showcase of both ground-up initiatives led by youths themselves, as well as platforms organised by the National Youth Council (NYC), youths are encouraged to realise their hopes and dreams, celebrate their achievements and resilience, and participate in various activities to create a positive difference to Singapore in their own ways. (Please refer to Annex A for a list of Youth Month initiatives).

**Stage to SHINE**

**(i) 11th SHINE Festival – 1 to 3 July**

3 Kicking off Youth Month is SHINE Festival 2016, an exciting three-day celebration from 1 - 3 July that showcases diverse youth aspirations and passions, along the youth belt between \*SCAPE and Ion Orchard. This year's theme, "Your Next Stage" encourages youths to step out of their comfort zones, push beyond their boundaries and take risks to try something different.

4 SHINE Festival Mentee, 22-year old Nasita Nasrul never had the chance to explore her interest fully in extreme sports, such as Parkour. It was only through the SHINE X \*SCAPE Talent Development Programme which enabled Nasita to make full use of her potential, as well as the skills she had learnt from her mentor, Ashton Movement Agency (AMA).

5 The 11<sup>th</sup> edition of SHINE Festival will also put over 200 youths through a unique skill-based volunteer recruitment exercise, by matching their interests and talents with industry professionals in various areas such as events management, photography and emceeing.

6 SHINE Festival will be officially launched by Minister for Culture, Community and Youth (CCY) and Chairperson for National Youth Council (NYC), Ms Grace Fu on 2 July 2016.

**(ii) “National Youth Film Awards (NYFA) 2016” by \*SCAPE - 23 July**

7 NYFA is a platform for youths to develop their aspirations in film-making through \*SCAPE *media* programmes. Through the programme, youths will get the unique opportunity to be mentored by established industry partners, meet other like-minded youths, and potentially be offered internship and employment opportunities.

8 A record number of 260 submissions were received this year, and the films were put through a rigorous shortlisting process by NYFA’s 15-member jury. A total of 20 awards are up for grabs, with seven new categories introduced this year including awards for Best Camera Work; Best Colour Grading; Best Lighting; Best Character Design in Animated Film; Best Writing in Animated Film; Best Editing in Documentary Film; and Best Camera Work in Documentary Film – echoing NYFA’s special focus on highlighting the various technical crafts that go into filmmaking.

9 Winners of NYFA 2016 will be announced during an Awards Ceremony on Saturday, 23 July 2016, to be graced by Minister for Culture, Community and Youth (CCY) and Chairperson for National Youth Council (NYC), Ms Grace Fu.

**Heart to SHINE – ‘Shop for a Cause’ by Youth Corps Singapore - 9 July**

10 Another key highlight of the Youth Month is ‘Shop for a Cause’ where Youth Corps Singapore volunteers are set to make a positive difference to the community. As part of the nation’s initiative to promote a caring and inclusive Singapore, 47 Youth Corps Singapore volunteers will be working with seniors from AWWA Senior Community Home to impart sign-language skills for two National Day Parade songs – “Home” and “Count on Me Singapore” in preparation for the National Day Parade.

11 Additionally, youth volunteers will also be bringing the seniors for an afternoon session of grocery shopping at the supermarket and tea at the neighbouring coffee shop. This event is organised as part of Youth Corps

Singapore 'Common Space for Common Good' initiative, which aims to engage the seniors in meaningful community activities, as well as to foster deeper bonds between them and the youth volunteers in common spaces.

**Strive to SHINE - Outward Bound Singapore (OBS): 21-Day Classic Challenge Course – 11 - 31 July**

12            20 youths were recently awarded the OBS Leadership Service Award and will soon be pushed out of their comfort zone, build their ruggedness and resilience as they participate in the upcoming OBS 21-Day Classic Challenge Course from 11 - 31 July 2016.

13            The test to one's dedication, perseverance, and level of resiliency is real as youth participants go through physically and mentally demanding expeditions such as their 5D4N final expedition to the Southern islands, and are presented with the opportunity to rise to a leadership role.

14            Media invitations to the respective events will be separately disseminated at later dates. To RSVP to the various events, please contact the media contact persons listed below. To find out more about NYC and its initiatives, visit [www.nyc.gov.sg](http://www.nyc.gov.sg) or follow NYC on Facebook for the latest updates at [www.facebook.com/nycsg](http://www.facebook.com/nycsg).

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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. [www.nyc.gov.sg](http://www.nyc.gov.sg)

### Youth Month of July: Event Highlights

<b>Stage to SHINE - Fulfilling Youth Aspirations</b>			
<b>Date</b>	<b>Activity</b>	<b>Venue</b>	<b>Description</b>
8 June - 3 July 2016	Singapore Street Festival 2016	Orchard Road (Ngee Ann City to Mandarin Gallery) (Parkour, Freestyle Football, Kendama & Busk Singapore)	<p>Singapore Street Festival (SSF) 2016 at SHINE provides a platform for youths to showcase their talents, skills and capabilities in areas of arts and pop culture, like kendama, urban street football, busking and parkour.</p> <p>SSF hopes to nurture and develop youths in Singapore to take bolder steps to challenge themselves, create new concepts, experience new ideas and inculcate a sense of respect and understanding of cultures among the youths.</p>
1 - 3 July 2016	SHINE Festival 2016	Orchard Road, from *SCAPE to ION Orchard	<p>Youths will be challenged to level up their passion and “Stage Up” for SHINE Festival 2016 from 1 - 3 July. Anchoring on the theme, “Your Next Stage,” youths will fulfill their aspirations and showcase their talents in this vibrant and energetic Festival in the Youth month of July.</p> <p>This year, the 11th edition of SHINE Festival debuts experiential zones and activities on Festival Street and Festival Village which stretches across the Orchard belt from *SCAPE to ION Orchard.</p> <p>With more than 60 pop-up stalls such as the Art Market by The Local People, fringe activities like Fashion Silk-screening, Marble Painting and Community Wall Mural, as well as an extensive list of</p>

			<p>food trucks on-site, youths will be able to immerse themselves fully in an all-encompassing festival experience.</p> <p>For the first time on 2 July, SHINE Festival and the Singapore Youth Festival (SYF) will present the Parade of Bands. Last held in 1992, 21 primary and secondary school bands, alongside a school marching band from Thailand, will march down Orchard Road and perform a mix of contemporary, classical and familiar favourites for this year's Parade of Bands. The collaboration will also see a talent competition called Youth Got Talent! that will showcase students' diverse and creative talents in more than 30 items including breakdancing, beatbox battling, and magic acts.</p> <p>Additionally, Youth Corps Singapore volunteers will also be partnering youth beneficiaries from the Muscular Dystrophy Association Singapore (MDAS) in a special art-jamming session.</p> <p>Youths can also look forward to a spectacular line-up of both international and local crowd-pleasing acts, including international singer and rapper Jay Park who will be sharing the stage with Festival veteran, local rapper and songwriter ShiGGA Shay on Festival ground. Other local acts include the likes of Tabitha Nausier, Gentle Bones, The Summer State and pop culture industry professionals Tree Potatoes and Butterworks.</p> <p>SHINE Festival is organised by the National Youth Council (NYC). For more</p>
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			information and regular Festival updates, please visit <a href="http://shine.nyc.sg">shine.nyc.sg</a> .
23 July 2016	National Youth Film Awards (NYFA) 2016	*SCAPE Talent Development Hub, The Ground Theatre	<p>The National Youth Film Awards (NYFA) is back for its second edition. The Awards aim to establish a benchmark in national excellence and talent identification between the film industry and IHLs offering film-related and animation courses.</p> <p>The competition is assessed by a 15-member jury made up of well-known names in the media industry. Various awards will be presented to the winners at the Award Ceremony on Saturday, 23 July 2016. A total of 20 awards are up for grabs, with seven new categories introduced this year including awards for Best Camera Work; Best Colour Grading; Best Lighting; Best Character Design in Animated Film; Best Writing in Animated Film; Best Editing in Documentary Film; and Best Camera Work in Documentary Film – echoing NYFA's special focus on highlighting the various technical crafts that go into filmmaking.</p> <p>For more information and a list of nominees, please visit <a href="http://www.scape.sg/nyfa">www.scape.sg/nyfa</a>.</p>
28 - 30 July 2016	Risk Festival/ Wonderground Festival	*SCAPE Talent Development Hub, The Ground Theatre	<p>Wonderground Festival aims to inspire a community of youths to step up and take the 'risk' to pursue their passion and interest which will multiply and expand the youth ecosystem.</p> <p>The project will also provide a platform for youths to showcase their talents, journeys, processes and personal rewards.</p>

			<p>The works by the youth role models will be presented through a gallery walk but with an added element of a maze. This includes two routes, 'risk'/'no risk'.</p> <p>The no risk route will lead to dead ends- relatively mundane and typical results, as well as offer reasons to inspire participants to head back and take the 'riskier' route.</p>
<b>Heart to SHINE- Youths making a positive difference to the community</b>			
<b>DATE</b>	<b>ACTIVITY</b>	<b>VENUE</b>	<b>DESCRIPTION</b>
9 July 2016	'Common Space For Common Good' initiative – Shop for a Cause by Youth Corps Singapore	<p>AWWA Senior Community Home @ Blk 123 Ang Mo Kio Ave 6</p> <p>Level 3 &amp; Sheng Siong @ Blk 122 Ang Mo Kio Ave 3</p>	<p>Organised as part of Youth Corps Singapore 'Common Space for Common Good' initiative, this event aims to engage the senior citizens in meaningful community activities, as well as to foster deeper bonds between them and the youth volunteers in common spaces.</p> <p>47 Youth Corps Singapore volunteers will be working with seniors from AWWA Senior Community Home to impart sign-language skills for two National Day Parade songs – "Home" and "Count on Me Singapore" in preparation for the upcoming National Day Parade.</p> <p>Additionally, youth volunteers will also be bringing the seniors for an afternoon session of grocery shopping at the supermarket and tea at the neighbouring coffee shop.</p>
17 July 2016	Legs & Paddles 2016	Marina Barrage	<p>An annual biathlon event organised by National University Singapore (NUS) Canoeing Club, a student/youth-led water sports club.</p> <p>This is the only kayak-and-run biathlon in Singapore which aims to promote a healthy lifestyle through</p>

			kayaking and running to NUS community and general public.
30 – 31 July 2016	Project C.A.N. XIII	Ang Mo Kio	<p>A food donation project initiated by NUS Student Community Service Club. The aim is to appeal to the general public living in a targeted community so that they can lend a hand to the needy living in the same community.</p> <p>This will be done through donating canned food, dried rations and basic necessities, thereby promoting a greater community spirit.</p>
<b>Strive to SHINE- Strengthening Youth resilience</b>			
11 - 31 July 2016	OBS Leadership & Service Award	OBS	<p>OBS Leadership &amp; Service Award (LSA) is celebrating and recognizing youths with outstanding contributions in leadership and service within our community. Outstanding youths are offered a scholarship to participate in the internationally-renowned 21-day OBS Classic Challenge Course.</p> <p>As part of our mission to develop rugged and resilient youth to be active citizens who are inspired to serve the community, LSA recognises youth's capabilities, develops their inner potential, and inspires them to be community-minded.</p>
<b>Youth Month Promotions with Participating Merchants</b>			
<b>*Terms and Conditions Apply</b>			
<b>Merchants</b>	<b>Venue</b>	<b>Description</b>	
Udders	<p>246D Upper Thomson Road Singapore 574370</p> <p>#01-11 MyVillage Mall 1 Maju Ave Singapore 556679</p> <p>81 Upper East Coast Road Singapore 455220</p> <p>155 Thomson Road Singapore 307608</p>	<p>Udders will be giving away 1000 scoops of ice cream (classic range) in-stores.</p> <p>This giveaway is on 3 - 4 July 2016, while stocks last.</p>	

	17 Lorong Kilat #01-09 Kilat Court Singapore 598139	
CNP Cosmetics	79 Anson Rd Singapore 079906	Enjoy 10% discount in addition to the storewide 20% GSS discount with the use of promo code "NYC2016".
FIX	31 Ah Hood Road #01-06 HomeTeam NS-JOM Clubhouse Singapore 329979	Enjoy 10% off your order during the month of July at FIX by The Food Explorer.
GRUB	510 Ang Mo Kio Ave 1 Singapore 569983	Enjoy 10% off your order during the month of July at GRUB by The Food Explorer.
Kombi Rocks	66 Yio Chu Kang Road Singapore 545568	Redeem a free scoop of ice cream with a minimum spending of \$10.
MINT Museum of Toys	26 Seah Street Singapore 188382	Youths aged 15 – 35 years old can enjoy 20% off an adult museum ticket at the Mint Museum of Toys!  The first 50 visitors are also entitled to a complimentary tikam-tikam ticket which entitles them to play the tikam-tikam board for prizes.
Play Nation @ *SCAPE	2 Orchard Link #03-01 *SCAPE Singapore 237978	Enjoy an additional hour of gaming with the purchase of any two-hour gaming package!
Pong Gelato	*SCAPE 2 Orchard Link #02-18C Singapore 237978	Get 10% off any item (1 redemption per day).
Soi 55	The Cathay Level 5 2 Handy Road Singapore 229233	Enjoy a 1-for-1 promotion at Soi 55's Cathay outlet with the purchase of any two drinks! (Lower-priced drink is free).
TRAPPED Escape Room	*SCAPE 2 Orchard Link #02-20/21/22 Singapore 237978	Present a coupon to enjoy a flat rate of \$18 (Usual Price: \$24) at Escape Room outlets.
Uber	-	Get \$20 off your first Uber ride to or from SHINE Festival!  Simply download the Uber app and use promo code DBSYOUTH16. Valid for first time Uber riders.

Should you wish to cover any of the above events, please check in with our media liaison officers:

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