**ANNEX A**

**MEDIA FACTSHEET**

**NTUC celebrates youths at this year’s NTUC Bay Celebrations**

*Over 15,000 Singaporeans will enjoy performances from Iman Fandi, Yung Raja and 53A at the NTUC x NDP Bay Celebrations on 3 and 9 August.*

*The public can ballot for tickets from 24 June to 8 July and collect their tickets from 19 to 21 July.*

**Event Background**

The National Trades Union Congress (NTUC) will spearhead the organisation of the “**NTUC x NDP Bay Celebrations**”[[1]](#footnote-2) as part of the extended National Day Parade (NDP) 2024 Celebrations, in collaboration with the NDP 2024 EXCO.

The “**NTUC Bay Celebrations**” will take place on 9 August 2024 at the Promontory @ Marina Bay, with a Preview on 3 August 2024. Each celebration is expected to see up to 7,500 attendees. This will be the first time since 2015 that NTUC is organising a large-scale National Day Celebration at the Promontory.

At the NTUC Bay Celebrations, NTUC will celebrate our youths’ successes, potential, contributions to, and pride for Singapore under the theme “Celebrate SG Youth”. This National Day, NTUC reaffirms our commitment to co-create a future where #EveryYouthMatters. We invite youths to come together, as a one united youth community, to continue shining their light on Singapore and fostering positive change as we celebrate National Day.

For more details, please visit: [https://ndpbaycelebrations.ntuc.org.sg/](https://www.ndpbaycelebrations.ntuc.org.sg/).

**Event Programme**

*NDP live broadcast and immersive National Day celebration*

Attendees can look forward to the live broadcast of the NDP and witness the State Flag Flypast towards the Padang and the “Salute to the Nation” bomb burst by the Republic of Singapore Air Force. Attendees can also witness the longest distance Presidential Gun Salute sail-past within the Marina Basin, and the Total Defence 40 (TD40) Dynamic Defence Display (D3)’s High-Speed Chase, as well as the Fireworks Display.

Attendees can also receive the NDP Packs, as well as take part in the pledge moment with attendees from the NDP Parade & Ceremony.

*Stage Programme*

In addition, NTUC has collaborated with SAFRA for the stage programming which will feature live performances from homegrown artists such as Iman Fandi, Yung Raja, Shye, 53A and DJ Red, and budding talent such as The Jazzlings, AEONA and “[ Placeholder ]”. The performances will take place before and after the live broadcast of the NDP.

The programme for the NTUC Bay Celebrations will also include a unique symbolic moment – “In a Heartbeat”, where participants can demonstrate their solidarity with each other and express their love for Singapore as One United People. This segment of the programme will feature a special collaboration between singer-songwriter Shye, young jazz collective The Jazzlings and DJ Red, who will perform their own rendition of “Home” by Kit Chan. Participants will be encouraged to sing-along while red LED lights collectively pulsate from their LED wristbands – creating one collective heartbeat on this little red dot, to the beat of the music.

The show hosts for the NTUC Bay Celebrations are popular media personalities – Divian Nair and Nicole Ann Ng.

Line Up of NTUC x NDP Bay Celebrations’ Performances

|  |  |  |
| --- | --- | --- |
| **Pre-NDP Live Broadcast** | **NDP Live Broadcast** | **Post-NDP Live Broadcast** |
| **Performances by:** * Shye
* 53A
* ShiLi and Adi
* The Jazzlings
* [ Placeholder ]
* AEONA
 | **NDP-related elements:*** Live broadcast of NDP
* “Salute to the Nation” bomb burst
* State ⁠Flag Flypast
* High-Speed Chase
* ⁠Presidential Gun Salute sail-past
* ⁠Fireworks
* NDP Packs
* Pledge moment

**Symbolic Moment @ Bay Celebration – “In a Heartbeat”** by Shye, DJ Red and The Jazzlings | **Performances by:** * Iman Fandi
* Yung Raja
* DJ Red
 |

*Fringe Programme*

The key elements of NTUC Bay Celebrations fringe programme will include:

* **Ties that Bind Installation** – an interactive installation where attendees can pen their wishes and aspirations for Singapore onto cards. Attendees can use red ribbons to tie their cards onto the “I❤️SG” display installation, which symbolises the strength and unity of our community and represents the strong ties that bind us all as Singaporeans.
* **Photobooth and “Memory Lane” Installation** – attendees will be invited to capture fun moments at the interactive photo booths, keep their pictures as souvenirs or hang them on the "Memory Lane" installation. This activity functions as a collective memory board, capturing the collective experiences of the attendees.
* **NTUC Booth** – which will comprise of three key segments showcasing how:
	+ **NTUC demonstrates care and support for youths' aspirations in areas of Work, Live and Play** through a showcase of various initiatives launched by NTUC to support youths’ aspirations. This includes the NTUC Starter Membership, Youth Taskforce, as well as Young NTUC’s Mentorship and Career Programmes.
	+ **NTUC cares for youths.** Attendees will be invited to partake in activities as part of NTUC’s care movement that seeks to inspire youths to champion their peers and build a supportive community. In exchange for their participation, youths will receive Umoji (an NTUC emoji) merchandise.
	+ **NTUC celebrates youths.** Attendees can take a “mirror selfie” at this segment of the NTUC booth and collect friendship bracelets that contain phrases that celebrate youth.

**Youth Heartbeat Photo Challenge**

A “Youth Heartbeat” photo challenge will also be rolled out between 24 June and 9 August 2024. The photo challenge encourages youths to submit photos of themselves posing with a heart gesture via [https://ndpbaycelebrations.ntuc.org.sg](https://ndpbaycelebrations.ntuc.org.sg/).

Selected pictures will be used to form a video collage that will be played during the NTUC Bay Celebrations’ symbolic moment. The top 10 most creative submissions will stand to win attractive prizes including Footlocker vouchers and Grab gift cards.

**Ticket Registration, Balloting and Collection**

Interested participants can proceed to register their interest in the NTUC Bay Celebrations from **24 June 2024 (Monday) till 8 July 2024 (Monday), 12.00pm** via this link: <https://ndpbaycelebrations.ntuc.org.sg>.

Successful applicants will receive **one pair** of tickets (**two tickets**) to catch the NTUC Bay Celebrations on either 3 August 2024 (Preview) or 9 August 2024 (Main Celebration). Applicants will not be able to choose the show date they are assigned to. They will be informed by 15 July 2024 via the email ndpbaycelebrations2024@ntuc.org.sg.

Ticket collection will be from 19 July to 21 July 2024 (Friday to Sunday), 10am to 9pm, at Great World. More details will be shared on the ticket collection.

Further details as follows:

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| **24 June 2024 (Monday)**  | Tickets on the system will go live | All Singapore Citizens and Permanent Residents are eligible to apply for **one pair** of tickets. Tickets will be balloted and only distributed to those who have been successful in the ballot.Interested applicants can access and submit the application form starting from 24 June 2024 (Monday) until 12:00pm on 8 July 2024 (Monday).Please note that once the application window closes, no further applications will be accepted.Application link: [https://ndpbaycelebrations.ntuc.org.sg](https://www.ndpbaycelebrations.ntuc.org.sg)   |
| **By 15 July 2024 (Monday)** | Successful registrants to be informed by 15 July 2024 (Monday) | The ballot results will be released through email notification by 15 July 2024 (Monday). Please remember to check both your inbox and spam/junk mail folders. The notification will only be sent from ndpbaycelebrations2024@ntuc.org.sg  Kindly be informed that only successful applicants will be notified. |
| **19 – 21 July (Friday to Sunday)** | Ticket Collection  | Successful applicants may collect their tickets from 19 July to 21 July 2024 (Friday to Sunday), 10am to 9pm, at Atrium, Level One, Great World. The nearest MRT station is Great World MRT (TE15).Successful applicants will be required to bring along their IC for verification. Successful applicants who are unable to make it for the ticket collection days may send someone to collect tickets on their behalf. In such instances, an authorisation letter is required. |

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1. To be referred to as “NTUC Bay Celebrations” for subsequent mentions. [↑](#footnote-ref-2)