



**FOR IMMEDIATE RELEASE**

## **ENG WAH CINEMAS TO RAISE FUNDS FOR NEEDY CHILDREN WITH DESIGN CONTEST AND CHARITY AUCTION OF SPECIAL MOVIE GIFT CARDS**

**SINGAPORE, 14 Nov 2007** - Eng Wah Cinemas ("EW") aims to raise funds for needy children through a novel fundraising activity that involves the community to contribute both their creative and monetary efforts.

This is a first, that funds are raised through an auction of EW Movie Gift Cards, specially designed by members of the public. All proceeds from the online charity auction held at eBay Singapore, will go towards The Straits Times (ST) School Pocket Money Fund.

### **EW Cinemas presents *The Gift of Movie Magic: Design Contest and Charity Auction***

EW Cinemas invites members of the public to support the cause by creating a distinctive design for Movie Gift Cards through a "***Design Contest***" (***held 15 Nov to 12 Dec, 07***). Short-listed designs will be produced as one-of-a-kind Movie Gift Cards and put up for "***Charity Auction***" (***held 15 Dec 07 to 15 Jan 08***) at eBay Singapore. Each Movie Gift Card is loaded with electronic movie tickets.

The public is encouraged to bid for the short-listed Movie Gift Cards, and all proceeds from the auctions will go towards the ST School Pocket Money Fund. In addition, the participant whose design gains the highest bids will walk away with a year's supply of movie tickets.

During the entire fundraising campaign, donations boxes will be also available at all EW Cinemas. All monies collected will be donated to the ST School Pocket Money Fund.

"EW Cinemas is privileged to spearhead this fundraising campaign that brings together the community for a good cause during this festive season. We also hope to raise the level of awareness of the plight of these needy children through a fun, interactive and novel approach; the creation and auction of such special Movie Gift Cards with these needy children in mind," said Ms Vivien Ong, Sales & Marketing Manager, Eng Wah Organization Ltd.

**ENG WAH ORGANIZATION LIMITED (Co. Reg:196800320E)**  
400 Orchard Road, #16-06 Orchard Towers, Singapore 238875 Tel : 67340028 Fax : 62354897

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**More details on “The Gift of Movie Magic: Design Contest and Charity Auction”**

*Please see visual of the fundraising campaign in appendix 1 on page 3.*

***DESIGN CONTEST \* 15 Nov to 12 Dec, 2007 \****

Participants are encouraged to submit their artwork (in any format such as photographs, sketching, graphic files) by 12 Dec 07 to enter the contest.

10 designs will be short-listed from each category. There are 3 categories:

\* 12 years old & below

\* 13 years old to 21 years old

\* Open

***CHARITY AUCTION \* 15 Dec 2007 to 15 Jan 2008 \****

Short-listed designs will be produced as one-of-a-kind Movie Gift Cards and put up for charity auction at eBay Singapore. Each Movie Gift Card is loaded with two electronic movie tickets.

PLUS! The participant whose design gains the highest bids will win a year's supply of movie tickets.

**About EW Cinemas' Movie Gift Cards**

The EW Movie Gift Card is a prepaid card (loaded with specific number of electronic vouchers/tickets) that the cardholder can use to exchange electronic vouchers/tickets for movie admission tickets and popcorn combos at any EW box office. The EW Movie Gift Card is available in attractive designs, brings greater convenience to EW's customers, and is wonderful as a gift. They are especially popular around special occasions such as Mother's Day, Father's Day, Valentine's Day, and Christmas. Cardholders need only to bring along the EW Movie Gift Card to any EW Box Office to redeem for a movie admission ticket and/or popcorn combo.

**About The Straits Times School Pocket Money Fund**

The Straits Times School Pocket Money Fund was initiated on Children's Day (October 1) in the year 2000 by The Straits Times, to heighten public awareness of the plight of children from low-income families who were attending school without proper breakfast, or pocket money to sustain their day in school. The aim is to alleviate the financial burden faced by parents in providing for their children's education. At the same time the funds will help children who are already facing difficulties in remaining in school to stay on.

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EW Cinemas presents  
**The Gift of Movie Magic**



**Design Contest & Charity Auction**

**PLUS!** Win a year's supply of movie tickets when your Design gets the highest bid.

Tis the season of giving & sharing, and together with your generous support, we hope to contribute to the ST School Pocket Money Fund.

**DesignContest 15Nov07-12Dec07**  
Showcase your design for a good cause. Shortlisted designs will be produced as one-of-a-kind Movie Gift Cards and put up for charity auction on ebay.  
**PLUS!** Win a year's supply of movie tickets when your Design gets the highest bid.

**CharityAuction 15Dec07-15Jan08**  
Bid for the shortlisted Movie Gift Cards and proceeds from the auctions will go towards the ST School Pocket Money Fund.

**SubmitYourDesigns**  
Submit your artwork (in any format such as photographs, sketching, graphic files) by 12 Dec 07 to enter the contest.  
There are 3 categories: • 12 years old & below • 13 years old to 21 years old • Open  
10 designs will be short-listed from each category.  
Please submit your artwork with your particulars:  
(1) Name (2) NRIC / BC / PP (3) Date of Birth (4) Email Address (5) Phone Number (6) Occupation (If student, please indicate name of school)

**ToEnter**  
In order to enter the contest, each participant submit their artwork within the contest period  
(15 Nov 07 at 12:00am Singapore time to 12 Dec 07 11:59pm Singapore time)  
at any EW Cinemas Box Office or online at [contest@engwah.com.sg](http://contest@engwah.com.sg)

TERMS & CONDITIONS: By sending an entry and therefore participating in the contest, each participant agrees to follow these Terms & Conditions and to be bound by any decisions made by Eng Wah Organization Limited ("EW"), including any interpretations of these Terms & Conditions. (1) No purchase is necessary. Each participant can submit as many entries as he/she wishes. (2) The image / material / artwork / photograph submitted must not contain copyrighted material, offensive and illegal content. (3) EW has the right to reject any entries at its sole discretion. (4) By participating in this contest, participants agree that in no event will they hold EW and the group of companies liable for any damages, loss or expenses including without limitation, direct, indirect, special or consequential damages or expenses, loss arising from or in connection with this contest. (5) Eng Wah Organization Limited will not be liable for any unsuccessful efforts of artwork submission. (6) Employees, agents, branches and promoters including their immediate family members of EW and its divisions, affiliates and subsidiaries, and others associated with the contest, are not permitted to participate in the contest. (7) A total of 30 designs will be short-listed by EW and produced as one-of-a-kind Movie Gift Cards. 10 designs will be selected from each age category. The selection will take place at EW on 12 December 2007 at 400 Orchard Road, #16-06 Orchard Towers, SINGAPORE. EW's decision to short-list and no correspondence will be entertained. (8) The auction will take place during the auction period (15 December 07 at 10:00am Singapore time to 15 January 2008 11:59pm Singapore time) on ebay. All proceeds will go towards the ST School Pocket Money Fund. (9) The participants whose design gets the highest bid will win the Grand Prize of a Movie Gift Card with 48 \$5.00 vouchers valued at \$240. (10) Eng Wah Organization Limited reserves the right to amend these terms and conditions or substitute any of the prizes, without any prior notice. (11) All entrants grant EW the rights and license to print and/or distribute the designs.

Beneficiary:  Online Partner: 

 **ENG WAH CINEMAS** 

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Please submit your artwork with your particulars:

(1) Name (2) NRIC / BC / PP (3) Date of Birth (4) Email Address (5) Phone Number (6) Occupation (If student, please indicate name of school)

### **ToEnter**

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### **Beneficiary:**



### **Online Partner:**



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### **About Eng Wah Organization Limited**

The Eng Wah Group, founded in the 1940s, is the first cinema operator listed on the main board of the Stock Exchange of Singapore (SGX). The Group is a leading film exhibitor and distributor with 26 strategically located cinema screen halls with a capacity of over 5,300 seats. It is the first cinema operator in Singapore and in the world to launch the world's first full 2K (2000 lines resolution) Digital Cinema in its cineplexes in May 2004, and is still the operator with the highest number of 2K digital screens in Singapore. The Group's leisure and lifestyle entertainment businesses include cinema operations, film distribution, food concessionaire operations, and stage show operations. The Group also owns and leases several commercial properties in Singapore which include the Jubilee Entertainment Complex at Ang Mo Kio and Toa Payoh Entertainment Centre at Toa Payoh.

#### **For more information, please contact :**

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Visit us at [www.ewcinemas.com.sg](http://www.ewcinemas.com.sg)

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