



24 July 2007

Dear Members of the media,

**Second Minister for Information, Communications and the Arts and Minister for Community Development, Youth and Sports, Dr. Vivian Balakrishnan Officiates Malay Heritage Centre Second Anniversary**

Attached is the media advisory for the **Second Minister for Information, Communications and the Arts and Minister for Community Development, Youth and Sports, Dr. Vivian Balakrishnan Officiates Malay Heritage Centre Second Anniversary**

Your support in carrying this story is greatly appreciated.

Thank you.

Yours sincerely,

Amalina Yahya  
Officer  
Business Development, Programmes Planning and Community Relations  
Tel: 6391 0466  
HP: 9762 9431  
[www.malayheritage.org.sg](http://www.malayheritage.org.sg)

**Encl.**

## **PRESS RELEASE**

### **Second Minister for Information, Communications and the Arts and Minister for Community Development, Youth and Sports, Dr. Vivian Balakrishnan Officiates Malay Heritage Centre Second Anniversary**

The Malay Heritage Centre (MHC) celebrates its second year anniversary with a multi-faceted spectacle of events this June.

Dr. Vivian Balakrishnan has confirmed his attendance to officiate the second anniversary launch for Malay Heritage Centre on 2<sup>nd</sup> June 2007 at 5:30pm.

According to the new General Manager, Mr. Eddy Noor Hassan, "In line with our new vision and mission, the events arrayed for this month long festivity include an art exhibition, cultural festival and Keris appreciation seminar which promises to engage visitors in an unforgettable experience."

To kick-start the month long celebration, an inaugural cultural festival in collaboration with Bangkit International will commence from 31<sup>st</sup> May to 3<sup>rd</sup> June. There will be performances from foreign and local artistes such as Fauziah Latiff, Imran Ajmain, Eka Mairina and Hadrah Kebudayaan Riau from the Tembilahan Island of Riau, Indonesia. Key highlight includes our second anniversary launch with a charity latest movie premier.

The Keris Seminar, in collaboration with the Malay Art Gallery and the Singapore Relic Hunters, will serve as an introductory platform for Keris lovers and enthusiasts. It will also delve into the mysterious and fascinating facet of the Keris art. This interesting seminar will be on the 23<sup>rd</sup> and 24<sup>th</sup> June.

Association of Artists of Various Resources – APAD (Angkatan Pelukis Aneka Daya) will be presenting a Kampong themed art exhibition at the Malay Heritage Museum. Art workshops will be available during their two weeks exhibition from 26<sup>th</sup> May to 9<sup>th</sup> June.

Sri Warisan, headed by Cultural Medallion Winner, Mdm Som Said, will be organising a Zapin dance celebration on 10<sup>th</sup> June. This collaboration provides visitors the opportunity to witness and participate in this highly energetic dance item.

For the first time too, together with MediaCorp Radio Warna 94.2FM, MHC will be organising the traditional Malay songs singing competition, “Juara Bintang Klasik Nusantara”. The objectives are to celebrate heritage and encourage the appreciation of traditional Malay songs competition, in line with one of the objectives of MHC. The winner stands a chance to represent Singapore at the regional competition to be held in Malaysia on 1<sup>st</sup> September. The grand prize is RM\$30,000.

As the center matures with its relevant cultural activities, support from the community is still one of its greatest challenges in making the heritage center a viable cultural hub.

For more information, please contact:

Amalina Yahya

Officer

Business Development, Programs and Community Relations

DID: 6391 0466

H/P: 9762 9431

E-mail: [amalina@malayheritage.org.sg](mailto:amalina@malayheritage.org.sg)

[www.malayheritage.org.sg](http://www.malayheritage.org.sg)

## MHC's 2<sup>nd</sup> Anniversary Programme Line-up

Time	Event
<b>4:30pm – 5:30pm</b>	<ul style="list-style-type: none"> <li>• Musical Traditional Ensemble (D'Lima)</li> <li>• Bidasari Solo Puisi Recital</li> </ul>
<b>5:15pm</b>	Arrival of invited guests
<b>5:30pm</b>	Arrival of Guest-of-Honour: Dr. Vivian Balakrishnan. Welcoming Ceremony and Procession by Sri Warisan
<b>5:30pm – 6:30pm</b>	<ol style="list-style-type: none"> <li>1. Emcee invites Chairman to give an opening speech</li> <li>2. Emcee invites GOH to give speech</li> <li>3. Special Dance Performances by Sri Warisan. Cake and Pulut Kuning (Glutinous Rice) will be brought onto stage and GOH is re-invited on stage to cut both the cake and the rice. All the children celebrating their birthdays will gather around on stage to witness the cake cutting</li> <li>4. Chairman will present GOH with a token of appreciation</li> <li>5. Other Special Items include Gurindam 12 performances from Riau, Solo Angklung Performance from Johore</li> <li>6. Emcee will then usher GOH and all invited guests for the reception at Tepak Sireh Restaurant</li> </ol>
<b>6:30 – 7:00pm</b>	After all guests leave, emcee will commence show with performances by: <ul style="list-style-type: none"> <li>• Imran Ajmain</li> <li>• Eka Mairina</li> </ul>
<b>7:00pm – 8:00pm</b>	Melayu Deli Night (Pesta Budaya by Bangkit International)