



FOR IMMEDIATE RELEASE

MEDIA RELEASE

CDAC Joins Hands With Asian Civilisations Museum To Bring Museum Fun To Families

[2 September 2009, SINGAPORE] This Saturday (5 September 2009), more than 600 beneficiaries from low income families will head to the Asian Civilisations Museum (ACM) for a trek through the jungles of Southeast Asia – at the museum’s newest special exhibition. ***Hunters and Collectors: The Origins of the Southeast Asian Collection*** follows the exciting journeys of explorers and collectors who travelled in Southeast Asia from the 19th century onwards. Featuring more than 300 artefacts, the exhibition also features animals such as a tiger and sun bear that once roamed the jungles of the region. This activity is part of the ***We Care! Cultural Outing***, co-organised by self-help group the Chinese Development Assistance Council (CDAC) and the ACM.

“In this global financial crisis, many families especially the low-income families are badly affected. By organising this family outing, we hope to make their day,” said Mr Mok Loi Wong, PBM, Chairman of the *We Care! Cultural Outing* organising committee.

The day’s programme will see students from the CDAC Student Service Centre’s subsidy scheme and their family members enjoying a line-up of cultural performances and activities. Apart from going on guided tours of the exhibition, participants can also collect embossed imprints of tribal symbols throughout the *Hunters and Collectors* gallery. Exciting performances of Chinese martial arts (*wushu*) will also be presented for the families’ entertainment. There will also be a cartoon drawing activity for participants to take part in.



To top off the line-up of fun activities, CDAC has also prepared goodie bags for every family. The goodie bags will contain important staples such as cereal, biscuits, bread and more donated by well wishers, and are worth up to twenty dollars each.

“We are delighted to work with CDAC to make history and culture fun for these families. The visit will also be an opportunity for them to learn about the ancestral cultures of our fellow Singaporeans,” said Mr. T. Sundraraj, Deputy Director for Programmes and Audience Development at the Asian Civilisations Museum.

The We Care! Cultural Outing takes place on 5 September 2009 at the Asian Civilisations Museum. The event is co-organised by CDAC and the ACM.

Annex: Event Programme

About the Asian Civilisations Museum

The Asian Civilisations Museum's mission is to explore and present the cultures and civilisations of Asia, so as to promote awareness and appreciation of the ancestral cultures of Singaporeans and their links to Southeast Asia and the World. The Asian Civilisations Museum first began its operations at Armenian Street in 1997, which closed at end-2005, and re-opened on 25 April 2008 as the Peranakan Museum. The ACM's flagship at the historic Empress Place Building opened on 2 March 2003.

For more information and pictures, please contact:

Jennifer Quong

Manager, Marketing and Corporate Communications
Tel : +65 6332 7991
Mobile: +65 9231 6130
Fax : +65 6883 0732
Email : jennifer_quong@nhb.gov.sg

Natasha Ross

Assistant Manager, Marketing and Corporate Communications
Tel : +65 6332 4410
Mobile: +65 9109 1414
Fax : +65 6883 0732
Email : natasha_ross@nhb.gov.sg

www.acm.org.sg

Address	Opening Hours
1 Empress Place, Singapore 179555	Mondays : 1pm – 7pm
Museum Front Desk: +65 6332 7798	Tuesdays – Sundays: 9am – 7pm
Public Programmes Hotline: +65 6332 3284	(to 9pm on Fridays)

ANNEX
Event Details – We Care! Cultural Outing
Date / Time : 5 September 2009 (Sat), 1pm – 6pm

Venue : Asian Civilisations Museum, 1 Empress Place, Singapore 179555

Programme:

TIME	Shaw Foyer (Level 2)	"Hunters & Collectors" museum gallery (Level 2)	ACM Green (Outside the museum)
1400		Collect Tribal Symbols activity	
1415			
1430	Comic Drawing by Doby Studio		Wushu performance by River Valley Primary School Wushu Team and eliteWushu
1445			
1500	English storytelling by kidsREAD volunteers		
1515			
1530			Wushu performance by River Valley Primary School Wushu Team and eliteWushu
1545			
1600	Chinese storytelling by 3G reading club		
1615	Comic Drawing by Doby Studio		
1630			
1645	Chinese storytelling by 3G reading club		
1700			
1715			
1730			
1745			
1800			