

24 June 2024

JOINT MEDIA RELEASE

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.*

1 The National Trades Union Congress (NTUC) and the National Day Parade (NDP) 2024 Executive Committee (EXCO) are organising the “**NTUC x NDP Bay Celebrations**”¹ at the Promontory @ Marina Bay. The NTUC Bay Celebrations will be held on 9 August 2024, with a Preview on 3 August 2024, with each celebration expected to see up to 7,500 attendees. This will be the first time in close to a decade that NTUC has organised a large-scale National Day Celebration at the Promontory.

2 For the NTUC Bay Celebrations, NTUC will shine a spotlight on our youth, celebrating their successes, potential, contributions to, and pride for Singapore under the theme “Celebrate SG Youths”. This National Day, NTUC reaffirms our commitment to co-create a future where #EveryYouthMatters.

Performances by Home-Grown Young Talent

3 The NTUC Bay Celebrations will showcase a diverse line-up of established and budding young talent, curated in partnership with SAFRA. Singer Iman Fandi, who mesmerised the audience with her rendition of "Bunga Sayang" at last year's NDP, will grace the stage. She will be joined by singer-songwriter Shye, who captivated audiences with her performance of "The Road Ahead" at NDP 2021. Attendees can also look forward to energetic performances by local artistes such as Yung Raja, 53A, DJ Red, ShiLi and Adi and the smooth sounds of the young jazz collective, The Jazzlings, and budding acapella group, “[Placeholder]”.

Symbolic Moment – “In a Heartbeat”

4 The programme for the NTUC Bay Celebrations will also include a unique symbolic moment – “**In a Heartbeat**”, where attendees 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. Attendees will

¹ To be referred to as “NTUC Bay Celebrations” for subsequent mentions.

be encouraged to sing along while red LED lights collectively pulsate from their LED wristbands – creating one collective heartbeat, to the beat of the music.

5 A **“Youth Heartbeat”** photo challenge will also be rolled out on 24 June 2024 and will run till 9 August 2024. The photo challenge encourages youth to submit photos of them posing with a heart gesture. Selected pictures will then 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.

Interactive Installations and Inclusive Activities

6 The NTUC Bay Celebrations will also feature **“Ties That Bind”** – 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.

7 At the **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.

Live broadcast of NDP and an immersive National Day Celebration

8 Attendees can look forward to the live broadcast of the NDP, collection of the NDP Packs at the Bay Celebrations, and take part in the pledge moment with participants from the NDP Parade & Ceremony. The NDP is also extended to the audience at Promontory @ Marina Bay with the State Flag Flypast, “Salute to the Nation” bomb burst by the Republic of Singapore Air Force, Presidential Gun Salute sail-past, and the Total Defence 40 (TD40) Dynamic Defence Display (D3)’s High-Speed Chase, as well as the Fireworks Display.

Participate in a meaningful activity to collect exclusive merchandise at the NTUC Booth

9 The Bay Celebrations will also highlight NTUC’s dedicated efforts to supporting youths’ aspirations in the key areas of Work, Live and Play. This is through a showcase of various initiatives implemented by NTUC such as the NTUC Starter Membership, NTUC Youth Taskforce as well as Young NTUC’s Mentorship and Career Programmes.

10 Attendees will be invited to partake in activities as part of NTUC’s care movement that seeks to inspire youths to care for and champion their peers to build a supportive community. In exchange for their participation, attendees will receive an exclusive Umoji (NTUC emoji) merchandise. Further to this, attendees can collect friendship bracelets that contain phrases that

celebrate youth. Attendees can also enjoy exclusive membership perks and snag sign-up gifts by signing up for NTUC Starter Membership.

11 Ms Natasha Choy, Executive Secretary, Young NTUC, and Co-Chairperson of the NTUC Bay Celebrations Organising Committee said, "In line with this year's NDP 2024 theme, 'Together, as One United People,' NTUC is celebrating and empowering our youth by creating opportunities that bring them and the nation together. By organising the NTUC Bay Celebrations, we aim to highlight the energy, spirit, and potential of young Singaporeans through engaging activities and meaningful interactions, demonstrating our care for youth and belief that #EveryYouthMatters. "

12 Lieutenant Colonel (LTC) Roy Chew, Co-Chairman Bay Celebrations Committee, NDP 2024 EXCO said, "The NDP EXCO is delighted with the series of ground-up initiatives and co-creation that allows more Singaporeans to participate in the National Day celebrations. These efforts highlight the spirit of togetherness and unity in line with this year's NDP 2024 theme."

13 The public can apply for a pair of tickets to the NTUC Bay Celebrations via <https://ndpbaycelebrations.ntuc.org.sg> between 24 June and 8 July 2024. Successful applicants will be informed by 15 July 2024 and the ticket collection will take place from 19 July to 21 July 2024 at Atrium, Level One, Great World. Members of the public can contact the organisers at ndpbaycelebrations@ntuc.org.sg for any queries.

14 More details about the NTUC Bay Celebrations can be found in the Media Factsheet (Annex A).

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About the National Trades Union Congress (NTUC)

The National Trades Union Congress (NTUC) is a national confederation of trade unions as well as a network of professional associations and partners across all sectors in Singapore. NTUC's objectives are to help Singapore stay competitive and working people remain employable for life; to enhance the social status and well-being of our members and working people; and to build a strong, responsible and caring labour movement. NTUC's vision is to be an inclusive labour movement for all collars, ages and nationalities. NTUC is at the heart of the Labour Movement, which comprises 58 affiliated unions, seven affiliated associations, seven social enterprises, six related organisations as well as a growing ecosystem of U Associates and enterprise partners. For more details on NTUC, please visit our website at www.ntuc.org.sg.

About Young NTUC

Young NTUC is the youth wing of the National Trades Union Congress (NTUC). Since our founding in April of 2005, Young NTUC has grown to over 180,000 members aged 35 years and below. Young NTUC supports youths throughout their professional and personal journey to achieve their aspirations through a multitude of purposeful activities and opportunities. In collaboration with a vast number of partners ranging from unions to companies to government agencies, we can provide career discovery and navigation, workplace protection and support, leadership development, mental well-being resources, holistic personal development and many more.

Please visit <https://www.lit.sg> for more information.

Facebook: <https://www.facebook.com/yntuc/>

Instagram: @young.ntuc

Tik Tok: Young NTUC

Chinese Names and Terms	中文名称与词汇
National Trades Union Congress (NTUC)	全国职工总会(职总)
Natasha Choy, Executive Secretary, Young NTUC	蔡佩云 职总青年团 执行秘书



LTC Roy Chew, Chairman Bay Celebration Committee, NDP 2024 Executive Committee	周世辉中校 滨海湾庆祝活动主席
NTUC x NDP Bay Celebrations	职总 - 滨海湾 国庆庆祝会
Celebrate SG Youth	庆祝新加坡青年

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.*

1. Event Background

The National Trades Union Congress (NTUC) will spearhead the organisation of the “**NTUC x NDP Bay Celebrations**”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/>.

2. 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.

² To be referred to as “NTUC Bay Celebrations” for subsequent mentions.

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
<p>Performances by:</p> <ul style="list-style-type: none"> • Shye • 53A • ShiLi and Adi • The Jazzlings • [Placeholder] • AEONA 	<p>NDP-related elements:</p> <ul style="list-style-type: none"> • 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 <p>Symbolic Moment @ Bay Celebration – “In a Heartbeat” by Shye, DJ Red and The Jazzlings</p>	<p>Performances by:</p> <ul style="list-style-type: none"> • 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:
 - o **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.
 - o **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.
 - o **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.

3. 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>.

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.

4. 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:

<p>24 June 2024 (Monday)</p>	<p>Tickets on the system will go live</p>	<p>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.</p> <p>Interested applicants can access and submit the application form starting from 24 June 2024 (Monday) until 12:00pm on 8 July 2024 (Monday).</p> <p>Please note that once the application window closes, no further applications will be accepted.</p> <p>Application link: https://ndpbaycelebrations.ntuc.org.sg</p>
<p>By 15 July 2024 (Monday)</p>	<p>Successful registrants to be informed by 15 July 2024 (Monday)</p>	<p>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</p> <p>Kindly be informed that only successful applicants will be notified.</p>
<p>19 – 21 July (Friday to Sunday)</p>	<p>Ticket Collection</p>	<p>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).</p> <p>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.</p>