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## Coming Home to SG50 with Changi Airport

**SINGAPORE, 17 February 2015** – Changi Airport Group (CAG) announced today an exciting line-up of activities, centred around the theme '*Changi, I'm Home*', to delight Singaporeans and travellers in celebration of Singapore's 50<sup>th</sup> birthday (SG50).

Among the highlights that will greet visitors will be a walk down memory lane – and a glimpse of the future – with 50 specially curated icons that are closely linked to Singapore and its colourful aviation history, displayed across the terminals. Taking nostalgia a step further, Singaporeans are invited to

recount their memories of Changi Airport through an online photo-sharing contest.

To continue playing its part as a corporate citizen, CAG will also be increasing its match of contributions to donation boxes at the airport. The monies will go towards programmes supporting disadvantaged youths through its philanthropic arm, Changi Foundation. And to cement the celebrations, a brand new Changi Airport video, '*I'm Home*', has been launched – capturing how, for many passengers, it feels like home at Changi Airport.

### ***50 Home Spots***

To showcase features identified with Singapore and aviation milestones during the country's 50 years of independence, CAG will be creating unique displays that will adorn 50 locations at Changi Airport from May 2015. Located within both the transit and public areas of the three terminals, the icons will be designed and decorated as engaging photo spots reflecting the past, present and future of Singapore and its aviation journey.

Visitors can marvel at larger-than-life topiary displays of local tourism symbols such as the trishaw and bumboat, or catch the specially-dressed Skytrains traversing between terminal buildings. Most of the displays will be created by CAG staff together with airport partners like Certis Cisco, SATS and Singapore Airlines.

The first home spot unveiled today, the *Singapore 50* Topiary, features the largest Singapore map ever created by Changi, in a stunning display of lush greenery and flowers. Standing at six metres tall and twelve metres wide, the Singapore map uses over 700 plants and multiple lights to depict Singapore's highly urbanised geography. At the base of the map lies a display of another 1,000 plants and flowers, adorned by a mirrored sculpture of the number '50'. A lighted crescent moon and five stars pay homage to Singapore's national flag. The grandeur of the display is an apt tribute to Singapore's reputation as a garden city.

Adding to the spirit of homecoming, a massive celebration arch spanning across Airport Boulevard will also be built in July 2015. On one side, the arch will welcome Singaporeans home and visitors to Singapore, while, on the other side, it will celebrate Singapore's connectivity to the world.

## ***Share Your Changi Story***

CAG has also launched an online crowd-sourcing initiative to collect stories that have formed Singaporeans' fond memories of Changi Airport over the years. *My Changi Story* invites members of the public to submit a past photograph taken at the airport and share an anecdote of its significance.

An opportunity to celebrate kinship and friendship, this effort encourages passengers and airport visitors to remember old memories and reconnect with the people they love. '*My Changi Story*' is open to all Singaporeans and Permanent Residents, and the best entries will win air tickets to a destination of their choice, connected to Changi. The competition closes on 19 April 2015.

## ***Public contributions matched five times***

In commemoration of SG50, CAG's philanthropic arm, Changi Foundation, will increase its contribution in 2015 to fund programmes for disadvantaged youths. Through the more than 30 donation boxes placed across the airport, travellers have been donating generously through the years and these contributions have been matched dollar-for-dollar by Changi Foundation. This year, Changi Foundation will increase its contribution to match \$5 for every dollar dropped into the donation boxes.

In line with Changi Foundation's adopted social cause of disadvantaged youths, proceeds from the donation boxes, along with the matching funds, will be channelled towards supporting academic, vocational and developmental opportunities for these youths. Beneficiaries of the Foundation have included Assumption Pathway School, Children-At-Risk Empowerment Association, Crest Secondary School, Institute of Technical Education, Northlight School, Students Care Service and The Straits Times School Pocket Money Fund.

For the past two years, CAG's corporate social responsibility efforts have benefitted over 1,000 youths from its charity partners. Changi Foundation has in place a holistic programme to support youths along their journey of transformation and to address their needs focused on three key areas:

academic education, skills development and community service.

### ***New Changi Video – I’m Home***

As part of Changi Airport’s SG50 celebrations, a new video – *I’m Home* – has been released. Directed by award-winning directors Charles Lim and Wee Li Lin, the video is backed by a soundtrack performed by prominent local talent Benjamin Kheng of The Sam Willows.

The video showcases how Changi Airport makes passengers and visitors feel like it is home, with the music tempo, text supers and lyrics evoking the joys Singaporeans have experienced at Changi Airport, especially the welcoming sight of it with every homecoming.

### ***A well-loved icon celebrating with the nation***

Changi Airport is a Singaporean icon well-loved by passengers the world over through the years. Despite its young history, Changi Airport is a household name with many Singaporeans having fond memories of the place. From students who spent nights at the airport studying, to teary farewells in the departure halls, marriage proposals and families plane spotting at the viewing galleries, Changi Airport is etched in the minds of millions of Singaporeans, holding a very special place in their hearts.

Mr Jayson Goh, CAG’s Senior Vice President, Airport Operations Management, and Chairman of CAG’s SG50 Organising Committee, said: “2015 is a very special year for Singapore and Singaporeans. As we celebrate our nation’s Golden Jubilee, we also commemorate our country’s aviation journey thus far – a journey that Changi Airport has been honoured to be a part of, and will continue to contribute to, intimately.”

“As Singapore’s gateway to the world, Changi Airport has been part and parcel of Singaporeans’ lives. Over the years, many have amassed fond memories of the airport and therefore it is only befitting for us to join hands with them to celebrate this important milestone,” Mr Goh added.

Information on Changi Airport’s SG50 activities, including details on how to submit entries for *My Changi Story* can be found at

[www.changiairport.com/SG50](http://www.changiairport.com/SG50). There will also be regular updates on the Fans of Changi platforms on Facebook, Twitter, Instagram and LinkedIn.

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### ***About Changi Airport Group***

Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://www.changiairportgroup.com)) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 54.1 million passengers from around the globe in 2014. More than 350 retail stores and 160 F&B outlets are situated across three terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 300 cities worldwide, Changi Airport handles about 6,600 flights every week, or about one every 90 seconds.