



PRESS RELEASE
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50 YEARS OF SELF-GOVERNANCE: MY MOMENTS, MY MEMORIES

SINGAPORE – August 6, 2009 The National Heritage Board (NHB) joins Singapore in celebrating its 50th anniversary of self-governance with a blogging competition to commemorate our country's triumphant journey to nationhood.

Most Singaporeans regard August 9, 1965 as the day of independence. Yet, it was 50 years ago on June 3, 1959 that the state of Singapore was finally granted self-governance and had full control over most of its domestic policies.

The "50 Years of Self-Governance: My Moments, My Memories" blogging competition invites the public to share their thoughts on this significant milestone in three topics:

- I'm proud to be Singaporean because...
- To me, the most important moment in Singapore's history between 1959 and 2009 was...
- Fifty years from now I envision Singapore will be

With a total of \$4,500 worth of shopping vouchers to be won, NHB hopes to encourage the public to reflect on the past 50 years of Singapore's growth to a prominent nation with many achievements to be proud of. The contest, which is opened to all residents of Singapore, ends on September 1, 2009.

Many young Singaporeans live in the golden period of Singapore's success, but it should not stop them from telling stories beyond the years they have not experienced. Cheryl Koh, Deputy Director of Corporate Communications and Industry Promotion at NHB says, "Every Singaporean, no matter how old, will have a story to tell of their life in Singapore."

Yesterday.sg (YSG), a social media web portal run by NHB is one of the official sites appointed by the Ministry of Information, Communication and the Arts (MICA) to pay tribute to this momentous occasion in a series of special blog posts. Published every fortnight, each blog post of this series highlights Singapore's accomplishments such as our first parliament, industrialisation programme and public housing initiatives.

More information on "50 Years of Self-Governance: My Moments, My Memories" can be found at <http://yesterday.sg/50years/>

About Yesterday.sg

NHB's *yesterday.sg* was designed to engage the online community and interest them in all things heritage-related and to give the common man a platform for sharing their thoughts of growing up in Singapore and their memories of days gone by to be shared with a younger generation. Since its launch in March 2006, Singapore's first museum blog, *yesterday.sg*, has done well and was even named third museum blog in the world in 2009. In February 2009, *yesterday.sg* was relaunched as a comprehensive social media portal which promises better and more exciting content. Given the phenomenal success of online videos, NHB also started Heritage TV, a series of self-produced video clips showcasing the various faces, places and quirky bits of Singapore's culture and history.

About National Heritage Board

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging collaborative partnerships. NHB leverages on technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, and the Heritage Conservation Centre.

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