

## **PRESS RELEASE**

(EMBARGOED TILL 8 AUGUST 2008, 9.30AM)

### **LOCAL COMPANY COMPOSES “WE CAN BE HEROES” SONG FOR NATIONAL DAY VIDEO 2008**

**SINGAPORE, 8 AUGUST 2008** – Minister for Information, Communications and the Arts, Dr Lee Boon Yang, launched the annual National Day Video at the Ministry of Information, Communications and the Arts’ (MICA) National Day Observance Ceremony this morning at MICA Building. Entitled “We Can Be Heroes”, the video was commissioned by MICA and National Heritage Board (NHB) to celebrate Singapore’s 43<sup>rd</sup> National Day.

This year’s video is unique compared to those produced previously. It takes the form of an original song, written and composed by SPINN, a leading video production company in Singapore. This is the second successive year that this 11-year old company has won the pitch with the National Heritage Board (NHB) to produce the National Day video.

This 4-minute video in English celebrates the ordinary heroes in Singapore – the Singaporeans who have contributed to making Singapore what it is today – whose contributions may have sometimes gone unnoticed. It features the young, the old, those with special needs, those who have contributed to the community and the country through what they do and their selflessness.

“This year’s National Day video is about ordinary people in the real world being who they are, being heroes in their own, quiet way even if they are not stars. These heroes embody the best of the Singapore Spirit – our tenacity, determination, courage, generosity, resilience and kindness towards our fellow men. The video celebrates the Singapore Spirit and the fact that each of us has what it takes to be a hero to someone,” said Mr Michael Koh, Chief Executive Officer, NHB.

“This entire video injects a breath of fresh air. From the MTV video styling, the original catchy song to the quirky style, it is certainly a video that captures today’s reality and will reach out to the target audience of the younger generation and the young working adults,” said Mr Philip James Dunn, the Film and Video Director/Writer at SPINN.

“The video’s fresh treatment this year is also in keeping with NHB’s efforts to find new and accessible ways to continue and strengthen the ongoing dialogue of what makes us Singaporean,” said Mr Koh.

Shot in the iconic Sculpture Square at Middle Road, the video was “a logistical challenge to bring together 50 people from different walks of life over a three-day period, to create a sense of belonging and to unify them into a single concept about HEROES,” said Ms. Oliver Mok, Producer of the video.

Composed and sung by Philip himself together with vocal backings from three St Nicholas Secondary School girls, the unique tune in this song also stems from Philip’s 27 year-old genuine Dobro guitar which graces the opening scene. This “Beatles-era” sounding guitar sets the stage for a harmony that brings simplicity and beauty to the message. For the lyrics of the song, please refer to **Annex A**.

The video is also translated into Malay, Tamil and Mandarin to reach out to a wider audience. It will be distributed to all schools and organisations for their National Day observance ceremonies.

“SPINN is proud to contribute to the celebrations of Singapore’s 43<sup>rd</sup> National Day with a video that honours our everyday heroes. This year’s video is even more exceptional with an original song written by our director to celebrate the spirit of being truly Singaporean. The fact that National Heritage Board picked us to produce the video consecutively for two years is a testament to our high quality of work and excellent service orientation,” said Mr. Daniel Yew, CEO, SPINN.

The National Day Video will be aired all MediaCorp TV stations on 8<sup>th</sup> and 9<sup>th</sup> August 2008, and over TVMobile from 8<sup>th</sup> August to 30 September 2008. For the broadcast schedule, please refer to **Annex B**.

**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 with both private and people sector counterparts. NHB leverages on state-of-the-art 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. NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA).

**About SPINN**

SPINN is the leading video production company in Singapore, specializing in producing videos for sales, marketing and corporate needs. SPINN consistently delivers High Quality and Service Excellence, making it the preferred creative provider amongst A-List companies and organizations seeking to communicate their marketing and corporate messages in a succinct, compelling and exciting manner. SPINN’s videos help brand companies, close sales, launch events, raise funds and recruit talent.

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**'WE CAN BE HEROES'**

And when they ask, what is it that makes us strong?  
What it is, that keeps us moving right along?  
Roads that sometimes don't take the easy way.  
(What do we say . . .?)

When they ask, what it is that makes us shine?  
Night and day, racing for the winning line,  
One for all, sharing with all, for one.

And when they say can you really make a difference?  
When they say can you take the pressure?  
(We can hold our heads up high . . .)  
'Cause yes, it's who we are,  
We've already come so far,  
'Cause we've got what it takes to see the journey through.  
We are what we are,  
We don't need to be a star,  
'Cause we are here for all it takes to see it through.

Heroes (we've got what it takes)  
We can be heroes (we've got what it takes)  
After all, it's only down to caring  
About the things everyone can share in . . .

So, here we are it's time to celebrate again,  
Stand up and send the message to the world,  
That yes we can be heroes, in many ways.

'Cause In the end, it's only down to people,  
Just down to ordinary people,  
(People just like you and me . . .)

Heroes ~ (we CAN be heroes)  
Heroes ~ (we've got what it takes)(send the message)  
Heroes ~ (we CAN be heroes)  
Heroes ~ (we've got what it takes)(that's the spirit)

Here we are, it's time to celebrate again  
The spirit of being Singaporean

'WE CAN BE HEROES' WRITTEN & PERFORMED BY  
Phillip James Dunn / SPINN Pte Ltd & Wayne Khin / Home Studio Pte Ltd  
Recorded at Home Studio Pte Ltd  
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**NATIONAL DAY VIDEO 2008 BROADCAST SCHEDULE ON MEDIACORP TV**

**1st telecast**

<b>Ch 5</b>	<b>TVMobile</b>	<b>Ch 8</b>	<b>Ch U</b>	<b>Suria</b>	<b>Vasantham</b>
8 August 7.30pm	8 August 7.30pm	8 August 8.40pm	8 August 9.45pm	8 August 8.45pm	8 August 7.45pm

**2nd telecast**

<b>Ch 5</b>	<b>TVMobile</b>	<b>Ch 8</b>	<b>Ch U</b>	<b>Suria</b>	<b>Vasantham</b>
9 August 5pm	9 August 5pm	9 August 3.10pm	9 August 9.45am	9 August 5.30pm	9 August 5.30pm