



## **MEDIA RELEASE**

**For Immediate Release**

### **BE AMUSED BY MARK LEE AND VIVIAN LAI IN *EXPLORE SINGAPORE!*'S TELEVISION SPECIAL "AMUSE ME"**

***Explore Singapore!'s 86 activities and events reached over 580,000 people***

**SINGAPORE, 13 May 2008** – This May, viewers can embark on a whimsical journey to the past with veteran entertainment duo Mark Lee (李国煌) and Vivian Lai (赖怡伶) in *Amuse Me* (馆我去哪里). The three-part series takes a lighthearted edutainment approach in showcasing Singapore's rich heritage and culture. *Amuse Me* is held in conjunction with *Explore Singapore! 2007* – a national campaign for heritage and museum outreach which attracted more than 580,000 visitors from November to December last year.

Premiering 23 May to 6 June 2008 on MediaCorp's Channel 8 every Friday at 8 pm, the programme sees Mark and Vivian being cast as intrepid museum guides. Viewers can follow their humorous adventures and antics as they explore Singapore's museums and libraries while uncovering little known facts about Singapore's past. The series which aims to increase the National Heritage Board's outreach efforts, will adopt the same lighthearted yet educational approach favoured by *Explore Singapore!'s* ambassador Mark Lee, who has won many hearts with his entertaining yet fact-filled museum tours.

Running from 10 November to 31 December last year, *Explore Singapore!* featured 86 island-wide fun-filled activities at 20 museums and the National Library. Its entertaining, accessible and appealing formula drew 580,000 participants from all walks of life – especially seniors, families and children. This is a significant 71% increase from its inaugural pilot run in 2006 over a comparable two-month period. Highlights included fully-packed tours at the National Museum of Singapore led by Mark Lee, Taxi-drivers'

Open House at the Singapore Art Museum, guided tours for seniors as well as meaningful workshops for both the young and old.

*Explore Singapore!*'s integrated advertising and promotional approach was recently nominated as a finalist in the Government/ institution category for the Effie Singapore 2008 Awards. Into its fifth year, the award recognises excellence in creativity and marketing effectiveness in advertising. Results of Effie Singapore 2008 Awards will be announced on 4 June 2008 at the ceremony at Shangri-La Hotel.

Commenting on its success, Mr Michael Koh, CEO of the National Heritage Board said: "I am deeply encouraged by the results of *Explore Singapore! 2007* which made our heritage institutions and museums more accessible and attracted new supporters from the community. I am confident that our fun and family-friendly television series featuring well-loved personalities Mark Lee and Vivian Lai will spark even greater interest in Singapore's rich heritage and culture."

Centering on an engaging plot and historical snippets that many Singaporeans would be able to identify with, each 30-minute episode promotes the appreciation of Singapore's heritage and culture with a generous dose of slapstick humour.

In the series, Mark Lee plays a down-to-earth museum enthusiast who appreciates his roots and is passionate about finding out about Singapore and its rich legacy. Vivian Lai, on the other hand, is curious about the things around her but knows very little of her own heritage. The two witty hosts discover the joys of visiting museums while digging deep into Singapore's unique and fascinating heritage and culture.

The series is commissioned jointly by the National Heritage Board, National Library Board and Media Development Authority as part of the *Explore Singapore!* programme.

Visit <http://www.museums.com.sg> from 16 May 2008 onwards for a sneak peek of the TV series.



From left: Vivian Lai and Mark Lee in *Explore Singapore!*'s new TV series, *Amuse Me*.

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### **About *Explore Singapore!***

*Explore Singapore!* encourages everyone to embark on fun and fascinating journeys to discover our island's colourful past, rich heritage and vibrant cultures. Aimed at sparking a national passion to rediscover Singapore, it features an eclectic brew of enriching yet entertaining activities at our museums and libraries. These are supported by various platforms such as new and mass media as well as community networks. Jointly organised by the National Heritage Board (NHB), National Library Board (NLB) and Media Development Authority (MDA).

### **About National Heritage Board**

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. Through innovative programmes and collaborations, we make heritage enriching, relevant and accessible. Managing national museums and interpretative centres, NHB leverages on state-of-the-art technology and its refreshing new approaches to educate, engage and excite diverse audiences. It also manages 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 National Library Board**

Established on 1 September 1995, the National Library Board's mission is to provide a trusted, accessible and globally-connected library and information service so as to promote a knowledgeable and engaged society. NLB oversees the management of the National Library, including the Lee Kong Chian Reference Library, three regional libraries, 20 community libraries, 15 community children's libraries, as well as over 18 libraries belonging to government agencies, schools and private institutions. Through its innovative use of technology and collaboration with strategic partners, NLB ensures that library users have access to a rich array of information services and resources that are convenient, accessible and useful. More information on NLB can be found on [www.nlb.gov.sg](http://www.nlb.gov.sg).

### **About Media Development Authority of Singapore**

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Global Media City and positioning it at the forefront of the digital media age. MDA spearheads initiatives that promote developments in film, video, television, radio, publishing, music, games, animation, media services and

Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit [www.mda.gov.sg](http://www.mda.gov.sg) and [www.smf.sg](http://www.smf.sg).