



TO BE EMBARGOED TILL 20 MAY 2009

**Enjoy a vacation of discovery with a host of activities in celebration
of International Museum Day 2009**

*Free museum entry, workshops, exhibitions and more –
Be part of this enriching experience*



Did you know that leopards once stalked the jungles of Singapore? You can actually pat one on the nose (a stuffed one of course) at the Raffles Museum of Biodiversity and Research. This little known museum will be opening up its archives to children and families to give them a look at some little known animals and creepy crawlies you would never expect to find here.

And what child wouldn't want to come face to face with a walking dinosaur? Well in a few days time your little one can do just that during the Family Carnival at the National Museum of Singapore.

These are just a few of the activities the National Heritage Board has lined up in celebration of International Museums Day 2009 (IMD2009). Held from May 23 to 31, there will be a carnival,



workshops, hands-on activities for kids, story-telling sessions as well as free museum entry for the whole family on selected days.

Mr Michael Koh, CEO, National Heritage Board said: "Given the recent anxiety over the H1N1 virus and the economic recession, more families understandably are opting to stay in Singapore. We hope to encourage more people to tour our many museums and indulge both themselves and their children in the interesting aspects of Singapore culture, history and heritage."

The nine-day celebrations themed '*Holiday Fun at Home*'; features activities for the whole family. IMD'09 will kick off with a Family Carnival at the National Museum of Singapore, and is packed with an exciting range of specially catered programmes to engage the natural sense of wonder and curiosity in children.

There is something to do just about every day in a different museum – puppet and story-telling performances, craft workshops, interactive playground and installations invite the young ones to expand their creative energy. Families can even plan a themed outing of their own exploring the China Fest at the Asian Civilisations Museum, embark on their own World War II itinerary through various museums, or go on adventure trail at Baba House and the National Archives of Singapore. With free and discounted museum entry and minimal charges on selected activities, IMD'09 presents a value-for-money cultural and educational experience.

The last two weekends of May are lined up with drop-in activities, freebies for grabs, cultural extravaganzas and plenty of avenues to get your dose of art and culture. Grab a balloon, dance under the Banyan tree and pop into the great Da Vinci – The Genius Exhibition at the Singapore Science Centre or immerse yourself in the history and majesty of the Kangxi Emperor exhibition.

This year's IMD is specially geared towards providing holistic family fun while stretching the dollar for its worth. Highlights include free Open House days at all eight NHB museums along with the Marina Barrage Exhibition Gallery, Malay Heritage Centre, NEWater Visitors Centre, Air Force Museum and Red Dot Museum.

This is the fourth year that NHB is organising celebrations for International Museum Day in Singapore, jointly with the Museum Roundtable. The Museum Roundtable's membership



currently consists of 52 museums – with a common aim to develop a stronger museum-going culture amongst Singaporeans and tourists. These include the eight museums run by the NHB – the National Museum of Singapore, Singapore Art Museum, 8Q SAM (8Q), Peranakan Museum, Asian Civilisations Museum, Singapore Philatelic Museum, Reflections at Bukit Chandu and Memories of Old Ford Factory.

For details on IMD, please log on to: www.museums.com.sg/imd09

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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 International Museum Day

IMD has been celebrated all over the world since 1977. Each year, a theme is decided on by the Advisory Committee. Since 2006, NHB has celebrated IMD in Singapore through events and activities at NHB's museums around 18-25 May and will continue to be focused on public outreach with a primary focus on families and children this year to foster a museum going culture from young. The theme of IMD'09 is *Holiday Fun at Home!*

For more information about IMD, kindly log onto: <http://icom.museum/imd.html>.

About the Museum Roundtable

The Museum Roundtable (MR) was formed in 1996 to bring museums and heritage galleries closer to the public. Chaired by the National Heritage Board, it seeks to develop a stronger museum-going culture amongst Singaporeans and tourists. Key activities include organising of major museum-going festivals, joint marketing of activities, sharing of knowledge, and improving professional standards. Currently, the MR has 52 members covering a wide range of themes and topics – from art, culture, history, World War II, science, urban planning, healthcare, to security and defence.