



**FOR IMMEDIATE RELEASE**

**Citi Singapore**

**31 May 2016**

**Citi Singapore and The Business Times Budding Artists Fund collaborate on its first mass art jamming event in Singapore**

***As part of Citi's 11<sup>th</sup> Global Community Day, Citi Singapore also set a new record in the Singapore Book of Records with the "Largest Acrylic Art Montage"***

As part of Citi's Global Community Day, Citi Singapore held its first mass art jamming initiative in collaboration with the Business Times Budding Artists Fund (BT BAF). The event held over 2 days at Citi's offices at Asia Square and Changi Business Park aims to not only raise funds but also to increase awareness of BT BAF. A total of 824 Citibankers and invited guests came together to paint five murals which will be displayed at various locations including Citi's offices, BT BAF's arts training centres and the Food Garden at Asia Square. One of the five murals, measuring 5metres by 2.5metres, also set a new record of "Largest Acrylic Art Montage" in the Singapore Book of Records.

Of the five murals, two were on the theme of "Global Presence", representative of Citi's global footprint in more than 100 countries; two murals on "Collaboration and Diversity", which illustrates Citi's commitment to an open and inclusive culture and one mural on Asia Square with the theme of "Live-Work-Grow-Play at ASQ". More than \$4,120 was raised for BT BAF with a \$5 donation pledge by Citi Singapore for every registered participant at the event. An additional \$15,880, adding to a grand total of \$20,000, will also be donated to BT BAF in support of upcoming projects later in the year, including a design competition for Citi Commercial Bank's client calendar and Lunar New Year red packets.

Ms Lin Hsiu-Yi, Managing Director, Head of Citi Commercial Bank Singapore said, "Building on our efforts last year, we are happy to continue working with the young artists at BT BAF on the design of our 2017 client calendar and Lunar New Year red packet. We are excited to expand our collaboration to host our first joint mass art jamming initiative to bring together more colleagues and external partners in support of BT BAF's mission and their arts training programmes for underprivileged children and youth. In addition to Citi's philanthropic and volunteerism efforts, such collaborative initiatives allow Citi to serve as an enabler for social progress in the communities that we work and live in."

Ms Yeow Ju Li, Member, Board of Trustees, The Business Times Budding Artists Fund, added, "BTBAF appreciates the long-standing and multi-dimensional partnership with Citi Singapore. Besides financial support, providing our young talent the opportunity to see their art being realised in exhibitions, murals and even red packets, inspires confidence and further promotes this worthy cause."

BT BAF provides fully-sponsored two-year arts training programmes for children and youth from low-income families so that they can pursue their artistic talents in music, dance, theatre and visual arts. More than 13,000 children and youths have benefited from these programmes. Today, BT BAF supports more than 500 children and youths as well as two arts training centres

– The Little Arts Academy and 10 Square @ Orchard Central. Since the inception of BT BAF in 2005, Citi Singapore has contributed more than \$1.6 million through various donation drives and staff fundraising initiatives to improve the lives of underprivileged children in Singapore.

Over the next two weeks until 11 June, another 29 volunteer events and community initiatives will be held with a targeted participation of some 1,700 volunteers. 10 of the volunteer events will also benefit Voluntary Welfare Organisations (VWOs) under the President's Challenge 2016, including Yong En Care Center, Children's Cancer Foundation and Turning Point Halfway House. Citi Singapore's Global Community Day celebrations started on 28 May with 3,500 Citibankers and their family members participating in a Paralympics-themed Family Day, organised in support of the Singapore National Paralympic Council. A total of 5,200 volunteers are expected to support this year's GCD efforts in Singapore, setting the record for the highest number of volunteers in Citi Asia Pacific for the seven consecutive year.

In addition to rolling up their sleeves, Citi volunteers and community partners around the world communicated about their experiences on social media using the hashtag #CitiVolunteers and #StandForProgress.

Citi Singapore would like to thank these partnering Voluntary Welfare Organisations for being a part of Global Community Day 2016:

- Action for Singapore Dogs
- Babes Pregnancy Crisis Support\*
- Business Times Budding Artists Fund
- Care Corner - Teck Ghee Youth Centre\*
- Care Corner Family Service Centre (Tampines)
- Children's Cancer Foundation\*
- Club Rainbow
- Food from the Heart
- Lions Befriender
- MINDS
- People's Association
- Rainbow Centre\*
- Red Cross
- Bone Marrow Donor Programme
- Salvation Army
- South East Community Development Council and APSN Katong School
- Singapore Association of the Visually Handicapped\*
- Singapore Children Society (Henderson Student Care Center)
- Singapore Heart Foundation
- Singapore National Paralympic Council\*
- Society for the Aged Sick\*
- The New Charis Mission
- Turning Point Halfway House\*
- Willing Hearts
- Yong En Care Centre\*

*\*Note: Beneficiaries of President's Challenge 2016*

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## **About Citi**

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

## **About Citi Global Community Day**

Global Community Day serves as an annual opportunity for Citi employees, alumni, family and friends around the world to gather as one to demonstrate a shared commitment to its communities - a commitment that is carried out year-round by many employees who regularly volunteer their time. This shared commitment has been embodied in Citi employees since the company was established in 1812.

## **The Business Times Budding Artists Fund**

### *Supporting Young Ambitions*

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with the strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 13,000 financially-disadvantaged child and youth, between the ages of 5 to 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports two arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by The RICE Company Limited.

| <b>Media Contacts</b>                              |                                    |                              |
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| Cheryl Chen<br>Corporate Affairs<br>Citi Singapore | +(65) 6657 5550<br>+(65) 8383 8328 | cheryl.shulian.chen@citi.com |