

PRESS RELEASE

Promoting Awareness and Appreciation of Chinese Arts through Singapore-China Youth Arts Festival

Singapore, 3 July 2017 – China Life Insurance (Singapore) Pte. Ltd. (“China Life Insurance Singapore”) is sponsoring the inaugural Singapore-China Youth Arts Festival which is a platform for the youths of Singapore and China to showcase their artistic talents. Activities such as drama performances, workshops, children’s song composition sessions and competitions will be held every weekend from 8 to 30 July.

This event is co-organised by the student publications of Singapore Press Holdings (SPH) Chinese Media Group, China Cultural Centre and China National Theatre for Children (CNTC). The other sponsors are Chinese Language and Culture Fund and Singapore Press Holdings Foundation. Ms Sim Ann, Senior Minister of State for Culture, Community and Youth and Trade and Industry is the Guest of Honour for the launch on 8 July.

Mr Tony Chow, Chief Executive of China Life Insurance Singapore said, “We are proud to sponsor this inaugural Singapore-China Youth Arts Festival as it not only strengthens Singapore-China art and cultural exchanges at children and youth level, it is also an opportunity for China Life Insurance Singapore to promote the awareness and appreciation of Chinese arts through different forms to appeal to our future generation – the youths and children. This Festival is an avenue for our youths to express their creativity through showcasing the various genre of performance arts to capture the hearts and minds of the audience, and further propagate the beauty of Chinese arts and culture in today’s society. As we know, preserving and upholding the heritage of more traditional forms of arts amongst the younger generation can be challenging in today’s media landscape. Being the sponsor of this meaningful Festival enables us to enrich and entrench our rich Chinese arts and heritage for people from all walks of life to enjoy and appreciate.”

Ms Lee Huay Leng, Head of SPH’s Chinese Media Group, said: “We hope that our Singapore youths will become more connected with Chinese culture through arts. At the event, they can play three key roles – as an audience, a participant and seminar listener, which are important to art education.”

Ms Ma Hong Ying, Director of China Cultural Centre, said: “The inaugural Singapore-China Youth Arts Festival marks a key milestone of cultural exchange and collaboration

between Singapore and China. There are exciting programmes for our youths to look forward to this July, such as ‘Journey to the West’ performance by the China National Theatre for Children, singing competitions and many more.”

In addition to the ticketed events, CNTC and Thumbs Up will co-present CNTC’s production ‘Three Little Pigs’ at Rivervale Primary School, Coral Primary School and Poi Ching Primary School on 10 and 11 July, to interact with local students.

Ticketed events

- **Journey to the West by China National Theatre for Children**

Date: 9 July (Sunday)

Time: 10.30am / 3.00pm

Venue: 中国文化中心四楼剧场 (217 Queen Street)

Ticket sale: <https://www.sistic.com.sg/events/cwest0717>

- **Suzhou Industrial Park Harmony Blossom Youth and Children Arts Troupe**

Date: 16 July (Sunday)

Time: 7.00pm

Venue: 中国文化中心四楼剧场

Price: \$5 (free seating)

Ticket sale: <https://zshop.zaobao.sg/blogs/events/suzhou>

- **Singapore Youth Drama Special by 华义中学、南侨中学和南洋初级学院**

Date: 22 July (Saturday)

Time: 11.00am / 3.00pm (duration 2 hours)

Venue: 中国文化中心四楼剧场

Price: \$5 (free seating)

Ticket sale: <https://zshop.zaobao.sg/blogs/events/youthdrama>

- **The Wee Question Mark and the Nameless by The Practice Theatre**

Date and Time:

28 July (Friday), 7.00pm

29 July (Saturday), 10.00am / 1.00pm / 4.00pm

30 July (Sunday), 10.00am / 1.00pm

Venue: The Practice Theatre (54 Waterloo Street)

Price: \$10 (Original price \$28) (free seating)

Ticket sale: <https://zshop.zaobao.sg/blogs/events/weequestionmark>

About China Life Insurance (Singapore) Pte. Ltd.

China Life Insurance (Singapore) Pte. Ltd. is a wholly-owned subsidiary of China Life Insurance (Overseas) Company Limited (“China Life Overseas Company”), which is wholly-owned by China Life Insurance (Group) Company. China Life Insurance (Group) Company is the largest financial insurance corporation in China. It is also a Fortune Global 500 company, ranked 54 in 2016, for 14 consecutive years with brand value of over RMB 287 billion*.

China Life Overseas Company has been providing financial services in Hong Kong and Macau since 1984 and 1989 respectively. Its business covers 3 main categories, namely life insurance, investment as well as provident fund services. In 2015, its premium income exceeded HKD40 billion, with a breakthrough in agency force of over 3,300. At present, China Life Overseas Company is a leading life insurance company in both Hong Kong and Macau with an asset value of more than HKD170 billion as at December 2015. In January 2016, China Life Overseas Company’s prudent financial management and stable outlook are underscored by the rating accredited by international rating agencies, including Moody’s “A1” (insurance financial strength rating) and Standard & Poor’s “A+” (long-term local currency issuer credit rating and insurer financial strength rating).

As part of China Life Insurance (Group) Company, China Life Insurance (Singapore) Pte. Ltd. is committed to offering a full suite of value-added financial solutions to clients to fulfill their protection, savings and investment needs. We proactively assimilate into the society, and hope to bring the growth and enjoy the success with Singapore through the collaboration between China and Singapore.

* Source: Top 500 Most Valuable Chinese Brands by World Brand Lab as at June 2017

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