

FOR IMMEDIATE RELEASE

Fireflies and lanterns light up Singapore Zoo on Mid-Autumn night

- Wildlife Reserves Singapore, with Singapore Environment Council and Singapore Manufacturers' Federation, pioneers Moon Night 2011 to celebrate wildlife conservation and family togetherness

Singapore, 11 Sep 2011 – For the first time, Singapore Zoo opened its doors to the public this evening for the inaugural Moon Night 2011 in celebration of the Mid-Autumn festival. Jointly organised by Wildlife Reserves Singapore (WRS), Singapore Environment Council (SEC) and Singapore Manufacturers' Federation (SMA), the event hopes to raise awareness for nature conservation and biodiversity, while promoting family togetherness.

The main highlight of the evening was the release of fireflies into the forested area at the zoo by President Tony Tan Keng Yam, in an effort to reintroduce this distinctive species of insects into the mangrove ecosystem.

Dr Tony Tan and Mr George Huang, President of SMA also placed floating lanterns in the waters of Upper Seletar Reservoir. Visitors to the park were encouraged to buy the lanterns, with all proceeds donated to the Wildlife Reserves Singapore Conservation Fund (WRSCF), which was set up with the purpose of conserving Singapore's endangered native wildlife.

“Other than assisting our members in commercial interests, SMA is also conscious of and promotes good corporate social responsibility, including environment, work-life balance, culture and conservation in our members' companies. We appreciate and support the great work of WRS and SEC, and will continue to work with them to engender environmentally conscious behaviour in our members and staff,” said Mr Huang.

Other festivities included the recounting of the story of Chang Er and her companion, the jade rabbit, and an animal petting session with the rabbits at the zoo. Visitors

were also educated on the effects of the moon on animal behaviour through fun and interactive performances.

Considered an important date in the Chinese calendar, the Mid-Autumn Festival is a symbol of reunion brought about by the full moon. It traditionally calls for families and friends to gather and admire the bright mid-autumn harvest moon while enjoying delicious moon cakes that is meant to represent people's pursuit of a round and perfect life.

At the same time, the moon is inextricably linked to the everyday rhythms and rituals of life on earth, as well as the tide. Moon phases have been said to shape the evolution and lives of the animal kingdom, promoting the migratory habits of many animals today.

"We are excited to be organising the first ever Moon Night in the world, as it shows a clear sign of ownership in the pursuit for perfect balance and harmony. Through its special mix of cultural mythology and awareness-raising about biodiversity preservation, Moon Night 2011 is a great opportunity for families to spend quality time together during the Mid-Autumn festival at a unique location, while allowing WRS and SEC to educate Singaporeans on holistic approaches to wildlife and nature conservation," said Isa Loh, Group CEO, WRS.

"SMA is happy to be part of this innovative and interesting event. It gives, not just our members, but also the families of their employees, the opportunity to gather as one big family," added Mr Huang.

The release of fireflies is significant as the population continues to dwindle in Singapore due to urbanisation.

"On this special day while we celebrate the full moon, we are also encouraging the balance of life on earth as animal cycles and rituals are known to coincide with moon phases. On behalf of WRS and SEC, I would like to thank President Tony Tan and Mr George Huang, President of SMA, for celebrating and reinforcing the message of Moon Night with us," added Ms Loh, who is also Chairman of the Singapore Environment Council.



_MG_1993: (L-R) President Tony Tan Keng Yam leading the lantern procession at the Singapore Zoo with his granddaughter and Mr George Huang, President, Singapore Manufacturers' Federation.



_MG_9596: Ms Isa Loh, Group CEO, Wildlife Reserves Singapore (far left), President Tony Tan, and Mr George Huang, President of Singapore Manufacturers' Federation (far right) celebrate Mid-Autumn Festival with members of the public at the Singapore Zoo's inaugural Moon Night 2011 event.



_MG_2080: President Tony Tan and his grandson prepare to launch the lotus lantern into the water, from Boat Dock 2 at Singapore Zoo.

Photo credit: Wildlife Reserves Singapore

Note to Editor

Please use 'SMa' if an acronym for 'Singapore Manufacturers' Federation' is required. Please note that the 'a' in 'SMa' does NOT stand for 'Association'.

-END-

ABOUT WILDLIFE RESERVES SINGAPORE

Wildlife Reserves Singapore (WRS) is the parent company of award-winning attractions Jurong Bird Park, Night Safari, Singapore Zoo and the upcoming River Safari. WRS parks strive to be world-class leisure attractions, providing excellent exhibits of animals presented in their natural environment for the purpose of conservation, education and recreation.

In the areas of conservation and research, WRS parks have undertaken multiple projects through collaborations with various organisations and institutions on the oriental pied hornbill, pangolin and orang utan. Highly popular with tourists and locals, Jurong Bird Park welcomed 900,000 visitors, the Night Safari, more than 1.1 million, and Singapore Zoo over 1.6 million visitors in 2010.

More information can be found at www.wrs.com.sg

ABOUT SINGAPORE ZOO

Set in a rainforest environment, Singapore Zoo's world famous "Open Concept" offers the opportunity to experience and be inspired by the wonders of nature. Home to over 3,000 specimens from 316 species, 36% of which are threatened, the Zoo has attained a strong reputation internationally for its conservation initiatives and breeding programmes. To better meet the healthcare needs of its animals and working towards its aspiration to become a leading global centre of excellence for veterinary healthcare and research, a purpose-built Wildlife Healthcare and Research Centre was set up in March 2006. In 2010, 1.6 million visitors enjoyed the experiential learning experience at the 28-hectare award-winning Zoo. Singapore Zoo is part of Wildlife Reserves Singapore. The Zoo is a designated rescued wildlife centre by the governing authority.

Singapore Zoo is located at 80 Mandai Lake Road Singapore 729826. More information can be found at www.zoo.com.sg

ABOUT SINGAPORE MANUFACTURERS' FEDERATION

Established since 1932, SMA's mission is to represent the interest of the Singapore manufacturing community and to drive its competitiveness and sustainable growth through serving industry-specific needs.

SMA is supported by 11 industry groups to serve diverse industry-specific needs, as well as Centres of Excellence to offer a holistic approach towards improving competitiveness, upgrading skills and capitalizing on new technologies to grow market share. Current membership stands at more than 2,800 corporate members ranging from SMEs to MNCs.

For more information, please visit www.sma.sg.

ABOUT SINGAPORE ENVIRONMENT COUNCIL

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation that nurtures, facilitates and co-ordinates environmental causes in Singapore. SEC's work is founded on three pillars of action – Firstly, partnership with the people, private and public sectors of Singaporean society, to nurture a culture aligned with sustainable development concepts. Secondly, SEC rewards environmental excellence through awards schemes and product endorsement programmes, such as the Singapore Green Labelling Scheme. Thirdly, the SEC collaborates with partners to develop and implement training and learning programmes to build competencies in environmental sustainability within companies, thus keeping our business leaders ahead of the curve. For more information, visit SEC website: <http://www.sec.org.sg>

ISSUED ON BEHALF OF	:	Wildlife Reserves Singapore
BY	:	ICON International Communications 28 Maxwell Road #04-06 Red Dot Traffic Building Singapore 069120
CONTACT	:	Cheryl Wen, Joyce Peh
DURING OFFICE HOURS	:	+65 6220 2623 (Office)
AFTER OFFICE HOURS	:	+65 9697 1512 / +65 9177 8815 (Mobile)
EMAIL	:	cwen@iconinternational.com.sg /

jpeh@iconinternational.com.sg

CONTACT : Christina Oh
ORGANISATION : Singapore Manufacturers' Federation
DURING OFFICE HOURS : 6826 3013
AFTER OFFICE HOURS : 9663 4650 (Mobile)
EMAIL : christinaoh@smafederation.org.sg

CONTACT : Michele Sit
ORGANISATION : Singapore Environment Council
DURING OFFICE HOURS : 6337 6062
AFTER OFFICE HOURS : 9794 6340 (Mobile)
EMAIL : michele@sec.org.sg

11 Sept 2011