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## MORE THAN 21,000 EXPERIENCED THE EXUBERANCE OF THE FIRST-EVER JAPAN SUMMER FESTIVAL AT THE SINGAPORE SPORTS HUB



*(From left) Mr Masaki Yamano, President of Japanese Association, Singapore; H.E. Mr Kenji Shinoda, the Ambassador of Japan to Singapore; Mr Mitsuhiro Miyakoshi, Special Advisor to Japanese Prime Minister; Ms Tan Gee Keow, Permanent Secretary of the Ministry of Culture, Community and Youth; Mr Oon Jin Teik, CEO of Singapore Sports Hub; Mr Chiang Hock Woon, Deputy CEO SportSG; Mr Peter Sullivan, General Manager, Global Spectrum at the National Stadium for the first-ever Japan Summer Festival at the Singapore Sports Hub.*



*Fans posing with the Pikachu mascot at the Meet & Greet sessions*



*Visitors are spoiled for choice by the range of food and beverage on offer*



*Reliving arcade memories with the Daytona car racing video game*

Hi-res images can be downloaded here: <https://bit.ly/2M89BAN> (Photo Credit: Singapore Sports Hub)

**Singapore, 8 September 2018** – The Singapore Sports Hub basked with festivities as more 21,000 visitors gathered at the National Stadium for the first day of the two-day Japan Summer Festival, held in conjunction with Sports Hub Community Play Day at the National Stadium.

The stadium grounds provided an immersive experience for visitors to embrace the Japanese culture. The Japan Summer Festival is organised in collaboration with the Japanese Association of Singapore, to foster stronger cultural understanding between both the Japanese and local communities.

Guests-of-Honour Mr Mitsuhiro Miyakoshi, Special Advisor to Japanese Prime Minister and Ms Tan Gee Keow, Permanent Secretary of the Ministry of Culture, Community and Youth (MCCY) witnessed the heart-thumping beats of the Taiko Drummers and the time-honoured Bon-Odori Dance, a traditional dance associated with the summer season. They also toured the event ground which comprises of food and beverage, merchandise, (details in [Annex A](#)) and game booths as well as motorsport related activities at the Sports Hub Community Play Day 'Fun-On-Wheels' zone.

Mr Peter Sullivan, General Manager, Singapore Sports Hub, said, "The Japan Summer Festival, held in conjunction with the 10<sup>th</sup> edition of the Sports Hub Community Play Day, is perfect for the community, especially for families to enjoy each other's company over the weekend. Visitors will experience an immersive Japanese cultural day out with great delights."

Under the canopy of the world's largest free-spanning dome, families were able to bond through the games played at the *Pokémon Carnival zone*, the Sports Hub Community Play Day – *Fun on Wheels! zone*, *Japanese Association's Game Corner*, and the Bon-Odori dance.

35-year-old Deepa Nanwani Singh and mother of a 3-year-old boy, said, "This festival caters for the various age groups, with the different games for the younger ones, F&B areas and stage performances. My son is really enjoying himself with every game at the Pokémon Carnival, and getting a set of prize stickers with every win. He has tried almost all the games and his favourite game is the Gengar Shadow Ball."

35-year-old Natalie Huang, a mother of two girls aged 2 and 5, who came with her husband and extended family, said, "One of my children's favourite activities was this nostalgic Giant Pick-Up Sticks game; the sticks were as tall as my kid, and they had to drop it on the floor and you are not supposed to pick the other sticks. It was an enjoyable experience for my girls."

28-year-old Christopher Tan, who visited the festival with his girlfriend, said, "It was a delightful surprise to find the Daytona arcade game here. This is a game that I grew up with during my school days and I had a blast playing the game. It really brought back good memories."

### **'Fun-On-Wheels' Activities - Keeping Active at the Hub**

Besides arcade games, a Singapore GP F1 Roving Truck was on site inside the National Stadium, for participants to test out the reflexes of car racing enthusiasts in the simulators. Families and friends also took part in a "Family Drag Race" activity, where they mounted a cardboard car and race to the finish line.

Fitness enthusiasts practiced their footwork and sweated it out at the J-Party Fitness mass workouts conducted by Japanese instructors, while tennis fans enjoyed a teaser of the excitement of the upcoming WTA (Women's Tennis Association) Finals coming up in October at the Singapore Indoor Stadium through fun tennis-related challenges at the mini-tennis court.

At the ELXR training area, participants got to discover more about their fitness potential and the kind of training their bodies are more inclined towards. The ELXR training app, Asia's first DNA-based training system, leverages personalised data to help sports enthusiasts train smarter. Members of the public were able to perform trial tests at the National Stadium.

The J-Party Fitness programme is available from 1pm to 3pm on Sunday, 9 September. All other 'Fun-On-Wheel' activities are available from noon.

### **Domo and Pikachu Meet-and-Greet Sessions**

There were plenty of 'wow' moments among children with the appearances of popular mascots, Domo and Pikachu. Those who missed the meet-and-greet sessions today, can still come on Sunday to take pictures with their favourite characters. Meet-and-greet sessions will be held on a first-come-first-served basis on Sunday (details in [Annex B](#)).

### **The Bon Odori dance & Yukata Try-outs**

The activities for Saturday drew to a climatic close with the Bon-Odori mass dance, the highlight for Japanese summer festivals. Participants dressed in traditional summer garment, the yukata, circled around the centerstage, dancing to the rhythm of the night.

63-year-old Mr Yoshihiko Kimata, a participant at the Bon-Odori, said, "I have lived in Singapore for 3 years, but this is the first time I'm taking part in the Japan Summer Festival here. Towards the end of summer, there are such festivals everywhere in Japan, but there are usually only traditional Japanese songs and dance performances, and it attracts mostly the older generation. However, today, I'm surprised that it's such a big event that it has a mix of modern and traditional performances, with a lot of young people, and I really enjoy seeing the interaction between Singaporeans from different races, and the Japanese."

Visitors coming down on Sunday are encouraged to bring or rent the traditional Japanese summer garment, the Yukata. The Yukata rental service is priced at \$15 and available on Sunday, 9 Sep, from 3 pm to 5:30 pm. Renters can wear the garment till the end of the event at 8:10pm on Sunday. Yukatas are limited and rented out on a first come, first served, while stocks last. The Summer Festival concludes with the *Bon Odori dance*, where participants can take part in the traditional dance while wearing the Yukata.

Tickets for the Japan Summer Festival can only be purchased at the ticketing booth outside National Stadium Gate 6 at \$6 from 11am to 7pm as online ticket sale is no longer available.

For more information on the Japan Summer Festival, please visit <https://www.sportshub.com.sg/japansummerfest>.

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**PHOTOS & VISUALS**

Download link: <https://www.dropbox.com/sh/oeibrx6qn9fva4n/AAD7jdXxTXbCcPzhv4da5gf6a?dl=0>

(Photo credit: Singapore Sports Hub)



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**ANNEX A – F&B & MERCHANDISE BOOTHS (Sample list)**

 <b>Merchandise</b>	 <b>F&amp;B</b>
<ul style="list-style-type: none"> <li>• Anime-related products</li> <li>• Cosmetics and skin care products</li> <li>• Tote bags</li> <li>• Stationary</li> <li>• Origami earrings</li> <li>• Onsen and spa treatment passes</li> <li>• Pre-packed snacks</li> <li>• Toys</li> <li>• Cutlery</li> <li>• French-inspired hats</li> <li>• Handmade spoon kits</li> <li>• Hair styling products</li> <li>• Hand-made postcards</li> <li>• Golf shirts</li> <li>• T-shirts</li> <li>• Key chains</li> <li>• Anti-radiation bracelet/ necklaces</li> <li>• Balloons</li> <li>• Photo Booth</li> <li>• Notebooks</li> <li>• Cup noodles</li> <li>• Baby diapers</li> <li>• Pokemon EZ-link card</li> <li>• Sake</li> <li>• Ice candy</li> <li>• Hokkaido cheesecake</li> <li>• Cushions</li> <li>• Clutch bags</li> <li>• Baskets</li> <li>• Perfumes</li> </ul>	<ul style="list-style-type: none"> <li>• Wagyu Roast Beef Don</li> <li>• Hokkaido</li> <li>• Nama Dorayaki</li> <li>• Takikomi Gohan Takoyaki</li> <li>• Grilled Arabiki Sausage</li> <li>• Salmon Onigiri</li> <li>• Yakisoba</li> <li>• Kakigori – Shaved Ice and Choco Banana</li> <li>• Katsu curry</li> <li>• Omelette rice</li> <li>• Gyudon</li> <li>• Buta shogayaki</li> <li>• Gyoza</li> <li>• Karaage</li> <li>• Black vinegar baked donuts</li> <li>• Organic fruits vinegar</li> <li>• Black vinegar iced lemon tea</li> <li>• Bread-Melon pan</li> <li>• An pan</li> <li>• Curry donut</li> <li>• Karuizawa green tea bun</li> <li>• Orange tea bun</li> <li>• Fruit liquor</li> <li>• Grilled Arabiki Sausage</li> <li>• Yakisoba</li> <li>• Tonkotsu ramen</li> <li>• Green tea cola</li> <li>• Sakura cola</li> <li>• Mini Udon with Gobo Tempura</li> <li>• Inari sushi</li> </ul>

**ANNEX B – PIKACHU & DOMO MEET-&-GREET TIMINGS**

<b>9th September (Sunday)</b>	<b>Pikachu Meet-&amp;-Greet</b> Time: 1 pm, 3 pm & 5 pm Venue: Pokémon carnival zone  <b>Domo Meet-&amp;-Greet</b> Time: 12pm, 1pm, 2pm, 3pm & 4pm Venue: Near the event information booth
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## **ABOUT SPORTS HUB COMMUNITY PLAY DAY**



The Sports Hub Community Play Day is a full day of play, where everyone in the community is invited and encouraged to participate in sports and fitness activities with a view to adopting an active lifestyle. Held quarterly, the Sports Hub Community Play Day also encourages patrons to discover the various facilities and participate in the activities available at the Sports Hub, thereby aiding in the pursuit of active lifestyles. Each Sports Hub Community Play Day is held at a different venue within the campus, thereby presenting different aspects of the Sports Hub.

Typically timed to coincide with national school holidays, the Sports Hub Community Play Day also plays a dual role of promoting family and community bonding through shared sports and sporting lifestyle experiences. Every Sports Hub Community Play Day features free sports try-outs, fitness workouts, fun competitions, kids' activities and more. Most activities are also organised in collaboration with public and private sector organisations. Highlights of previous events, including a preview of the upcoming eighth edition, may be found below:

### **Sports Hub Community Play Day | Inaugural edition – 11 June 2016 @ OCBC Square (9 am to 6 pm)**

- > 8,000 participants
- Guest-of-Honour – Mr. Lim Biow Chuan, Deputy Speaker, Member of Parliament for Mountbatten SMC
- The first session featured Sports Tryouts, Learn-to-Play sessions, Experience Sports programme activities including Pilates, Yoga, Kickboxing etc.
- The launch of Fitbit FIT-Sessions with a mass Zumba workout; the debut of Speedminton
- Collaboration with Active SG, SportSG, and private sports organisations

### **Sports Hub Community Play Day | Second Edition – 17 September 2016 @ National Stadium (9 am to 6 pm)**

- > 16,000 participants
- Guest-of-Honour – Mr. Tan Chuan-Jin, Minister for Social and Family Development
- Largest Zumba workout held in the National Stadium with 3,248 participants and 66 instructors
- Record 4 million steps achieved at the Sports Hub Community Fun Stepper
- Transformation into Community Playground with Passion Children Football Carnival, Speedminton, Dodgeball, Frisbee, Kampong Games, Family fun activities and a Flea Market
- Collaboration with ActiveSG, SportSG, HPB, MSF, NPTD, NTUC U Sports, FAS, Milo, Canon, BAS, OCBC, Singapore Slingers, ActivFitness, ESPN, Speedminton, and more

### **Sports Hub Community Play Day | Third edition – 17 December 2016 @ OCBC Arena (9 am to 7 pm)**

- > 9,000 participants
- Guest-of-Honour – Ms. Grace Fu Hai Yien, Minister for Culture, Community, and Youth
- Festive edition of Community Play Day
- Charitable activity in collaboration with Singapore Disability Sports Council (SDSC)
- Presentation of various sports with training facilities within OCBC Arena including Fencing, Netball, Silat, Badminton as well as disability sports
- Collaboration with SportSG, and NSAs such as Volleyball Association of Singapore, Netball Singapore, Singapore Silat Federation, Singapore Chess Federation, Table Tennis, Singapore Disability Sports Council, and more

### **Sports Hub Community Play Day | Fourth Edition – 11 March 2017 @ Water Sports Centre, Riverside Walk & OCBC Arena**

- ~ 14,000 participants
- Guest-of-Honour – Mr. S. Iswaran, Minister for Trade and Industry (Industry)
- First water-themed Sports Hub Community Play Day
- The debut of the Sports Hub-SDBA Century Race; introduction of special DB Hearts Race; Light Saber (dueling practice) and Blackminton
- Collaboration with Singapore Dragon Boat Association (SDBA) and other organisations

### **Sports Hub Community Play Day | Fifth Edition – 17 & 18 June 2017 @ OCBC Arena (10am to 9pm)**

- ~ 21,000 participants
- Guest-of-Honour – Mr. Baey Yam Keng, Parliamentary Secretary, Ministry of Culture, Community, and Youth
- Themed Good Ol' Wonderland to bring back the nostalgia of the pure family fun at the Wonderland Amusement park, which was located at the present site of Singapore Sports Hub from 1969 to 1988.
- Key activity highlights include Good Ol' Carnival Games and Amusement Rides, Bubble Playground & Bubble Show, Inflatable rides, Glowing Zumba and Parkour Workshop
- Collaboration with SportSG, National Heritage Board, Women's Tennis Association (WTA), Parkour Singapore, and Great Eastern Life

### **Sports Hub Community Play Day | Sixth Edition – 16 September 2017 @ National Stadium (9 am to 7 pm)**

- > 18,000 participants
- Guest-of-Honour – Ms. Grace Fu Hai Yien, Minister for Culture, Community, and Youth
- First super warrior-themed Sports Hub Community Play Day
- Key highlights include Great Eastern Warriors Challenge (obstacle course), Stepper Stair-Climbing activity, Warriors Fitness Party, Sports Tryouts and Basketball Clinic with Singapore Slingers
- Collaboration with Great Eastern Life, SportSG, Focus on the Family Singapore, Basketball Association of Singapore, Singapore Slingers, Women's Tennis Association (WTA), People's Association, 100PLUS, Coca-Cola, Nestle, OCBC Cares, Starhub, B60, ActivFitness, and Families for Life

### **Sports Hub Community Play Day | Seventh Edition – 2 December 2017 @ OCBC Square (9 am to 7 pm)**

- Close to 14,500 participants
- Guest-of-Honour – Mr. Chew Hock Yong, Permanent Secretary for the Ministry of Social and Family Development
- Key highlights include 3-generation (3G) massage workout, G-Motion Fitness Marathon by Giordano, KPOPX anniversary dance-off, ActiveSG OAC Family Adventure Race, a family games zone and festive market bazaar with local curators
- Giving theme in celebration of the Giving Week, with onsite donation drives conducted by Focus on the Family and REACH Community Services
- Collaboration with ActiveSG, SportCares, Health Promotion Board, People's Association, Great Eastern Life, Community Chest, Giving Week SG, Focus on the Family, REACH Community Services, Singapore Medical Specialist Centre, KPopX Fitness, Jump Rope Federation, Shin Zhong Taiji Quan, SuperFit, ActivFitness, Team Axis, SerendipET, Giordano, Jakarta Radiant World, Jump Rope Federation, SuperLeap, and iSwitch



**Sports Hub Community Play Day | Eighth Edition – 10 & 11 March @ OCBC Square, Water Sports Centre, Splash-N-Surf (9 am to 7 pm)**

- Almost 30,000 participants
- Guest-of-Honour – Dr. Amy Khor, Senior Minister of State, Ministry of the Environment and Water Resources & Ministry of Health
- Key highlights include 2<sup>nd</sup> Sports Hub – Singapore Dragon Boat Association Century Boat Race, DB Hearts Charity Race, Experience Fitness by Spark Connections, Singapore Fashion Runway: Fashion for a Social Cause and Tahiti Dance Fitness performance and workout
- Collaboration with Families For Life, Health Promotion Board, National Arts Council, Public Utilities Board, Spark Connections, Nanyang Technological University, Republic Polytechnic, Singapore Dragon Boat Association, Volleyball Association of Singapore, Singapore Fashion Runway, J’Kids, Shimano Cycling World, Singapore Kidspreneurs, Singapore Medical Specialist Centre, Tahiti Dance Fitness

**Singapore Sports Hub Festival of Football in conjunction with Sports Hub Community Play Day | Ninth Edition – 14 June to 30 July @ OCBC Square (Various timings)**

- More than 50,000 participants
- Key highlights include 4V4 football tournaments, daily football friendlies, penalty shootout games, meet-and-greets with football heroes, fitness activities throughout the festival, including footvolley exhibition matches and clinics, Glow DanceJam, Sunset Yoga, Experience Sports FIT-sessions such as Zumba, Boot Camp, Cardioblast, Yoga, and SuperFit.Community (Run), and leisure activities such as lunchtime movie screenings, Football Fan Scavenger Hunt, storytelling sessions, and Junior Playcation kids’ day camp
- Collaboration with Sport Singapore, Singapore Tourism Board, National Youth Council, International Champions Cup, Football Association of Singapore, and Starhub

## ABOUT THE SINGAPORE SPORTS HUB

The Singapore Sports Hub is a fully integrated sports, entertainment and lifestyle hub, with programming that comprises world-class recreational and competitive events, as well as community events, to serve children, youth, working adults, seniors, families, and less privileged population segments in Singapore and tourism sectors.

Consisting of a unique cluster development of world-class sports facilities within the city, it plays a critical role in accelerating the development of Singapore's sports industry, excellence, and participation. Its vision is to be the region's premier sports, entertainment and lifestyle destination.

Located on a 35-hectare site in Kallang, the Singapore Sports Hub includes the following facilities:

- A new 55,000-capacity National Stadium with a retractable roof and movable tiered seating designed to host Football, Rugby, Athletics, Cricket, entertainment events, and many more
- The 11,000-capacity iconic Singapore Indoor Stadium for sports and entertainment events
- A 6,000-capacity OCBC Aquatic Centre that can host international events and public swims
- A 3,000-capacity OCBC Arena with six halls that are scalable and flexible in layout
- Water Sports Centre featuring kayaking, canoeing, dragon boating, and pedal boating
- 41,000 sqm Kallang Wave Mall, including indoor climbing wall
- Splash-N-Surf facility featuring the Kids Water Playground, Stingray and Lazy River
- 100PLUS Promenade that encircles the National Stadium
- Singapore Sports Museum and Singapore Youth Olympic Games Museum
- Shimano Cycling World
- Sports Hub Library
- Daily community facilities and activities, including beach volleyball, hard courts (futsal, basketball, and netball), lawn bowls, giant chess, skate park and running & cycling paths
- Large waterfront and precinct spaces (e.g. OCBC Square, Arena Park, Stadium Roar)

The Singapore Sports Hub, managed by SportsHub Pte Ltd, is one of the largest Public-Private Partnership (PPP) social infrastructure projects in the world. It is also Singapore's largest flagship PPP project of this nature and has won the Project Finance International (PFI) award in London in 2011, World Architecture Festival Awards for Best Future Project in the leisure-led development category in 2013, and Sports Building of the Year in 2014.

For more information, please visit the Singapore Sports Hub:

- Website: [www.sportshub.com.sg](http://www.sportshub.com.sg)
- Facebook: [sporesportshub](https://www.facebook.com/sporesportshub)
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The Public-Private Partnership includes:

