



**SINGAPORE SPORTS HUB FESTIVAL OF FOOTBALL
WILL BE THE LARGEST CELEBRATION OF THE BEAUTIFUL GAME**

- *Members of the public can enjoy live screenings for most matches including all matches of the knockout stage and the final*
- *Exclusive promotions for 2018 International Champions Cup in Singapore matches up for grabs*
 - *Meet and greet local football heroes at the Home of the LIONS*
- *Mini tournaments, football clinics and a series of Sports Hub Community Play Day activities to engage the whole family and the community*
 - *Weekend parties with live entertainment and music acts*
 - *Food and beverage at West End Bar and Makan Hub*
 - *Daily prizes to be won*
 - *Admission is free*

Singapore, 31 May 2018 – The Singapore Sports Hub is pleased to announce that the inaugural Singapore Sports Hub Festival of Football will be held from 14 June to 30 July at the OCBC Square. The festival is supported by strategic event partners Sport Singapore, International Champions Cup, Singapore Tourism Board, Football Association of Singapore and National Youth Council, and is held in conjunction with the Singapore Football Festival.

Set to be the home to Singapore’s largest celebration of football, most matches including all knockout stage matches as well as the final will be screened live, and the venue will be transformed into a gigantic football fan party with a mega 66sqm LED screen, providing an excellent view of the matches from all positions. A plethora of offerings such as exclusive ticket promotions to the 2018 International Champions Cup in Singapore and Singapore Premier League matches, meet and greets with local football heroes, football-themed activities for the whole family, live entertainment and music acts, food and beverage as well as daily prizes, will delight guests from all over. Admission is free.

The Singapore Sports Hub Festival of Football will also gear up the scene for the 2018 International Champions Cup in Singapore come end July, which will see European powerhouses, Atlético de Madrid, Arsenal and Paris Saint-Germain play at the National Stadium.

Mr Adam Firth, Chief Commercial Officer of the Singapore Sports Hub said, “In our continuing commitment to support our partners such as International Champions Cup and Football Association of Singapore, we are constantly looking to build signature events that will engage the public and amplify publicity for matches held at the National Stadium. The Singapore Sports Hub Festival of Football is a befitting way to celebrate the beautiful game and we are delighted to have the mega screen on throughout the festival so that more people can immerse in the fun with us this coming June and July!”



The Sports Hub Community Play Day, a quarterly community event aimed at bringing the community together and encouraging a more active lifestyle through sports and recreational activities, will also anchor the six-week festival. Every day is a Play Day at this extended edition of the Sports Hub Community Play Day. Apart from football-themed programming, there will be a series of sports and 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.

“The Sports Hub Community Play Day which made its debut in June 2016 has since attracted more than 130,000 visitors to the Sports Hub. The appeal of family-friendly sports and recreational activities incorporated within each Play Day is evident. We are excited to bring this extended edition to the Singapore Sports Hub Festival of Football. Everyone will get to revel in their favourite Play Day activities every day before enjoying the live entertainment and football screenings in the cool evening breeze at OCBC Square,” Mr Firth added.

The Sports Hub Library and Kallang Wave Mall will also be staging a variety of indoor football-themed activities for all to partake. There will also be storytelling sessions, a football trail and World Cup match balls on display at the Singapore Sports Museum.

The Singapore Sports Hub Festival of Football will act as the key anchor event for Sport Singapore's annual Singapore Football Festival. Previously called Singapore Football Week, the Singapore Football Festival partners local organisations from both public and private sector with the local football fraternity to organise a suite of football activities all around Singapore.

Mr Lim Teck Yin, Chief Executive Officer of Sport Singapore said, “The Singapore Football Festival aims to bring together partners who want to work together to unite fans and enthusiasts. I'm excited that the Singapore Sports Hub will play a major part in the festival this year. Many people in Singapore play and watch football and I encourage more partners to join us to co-create yet another meaningful and fun-filled festival.”

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Singapore Sports Hub Festival of Football 2018



Live Football Screenings

Most matches of the beautiful game including all knockout stage matches as well as the final will be screened live on a mega 66sqm LED screen at the OCBC Square.

The 2018 International Champions Cup in the United States and selected Singapore Premier League matches will also be broadcasted live, as well as repeat telecasts of the 2017 International Champions Cup in Singapore matches featuring top European teams FC Chelsea, FC Bayern and FC Inter Milan.

Complete with football inspired decorations, the OCBC Square will feature seating areas on artificial turf with bean bags and benches for friends and families to bond over the beautiful game.

Search for The Ultimate Football Family – Fan Experience Campaign

From 14 June to 15 July, the search for Singapore’s Ultimate Football Family is on. Members of the public attending the live football screenings stand to win flight tickets and accommodation to watch their favourite International Champions Cup team play at home. There are also ‘Money Can’t Buy Experiences’ such as the opportunity to be a player escort at a 2018 International Champions Cup in Singapore match up for grabs. Simply complete the Ultimate Football Family Crazy Card, post at least 2 photos and 1 video of their Singapore Sports Hub Festival of Football experience on their social media platforms, and purchase a 2018 International Champions Cup in Singapore ticket to participate.

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Exclusive promotions for 2018 International Champions Cup in Singapore

Football fans can look forward to match ticket upgrades with any 2018 International Champions Cup in Singapore tickets purchased at the festival. There will also be opportunities to win official training passes and tickets to the 2018 International Champions Cup in Singapore matches (*please refer to Appendix A for the schedule of matches*).

“The Singapore Sports Hub is the place to be for football fans in Singapore in June and July. There will be plenty of live action from the global stage in Russia followed by the 2018 International Champions in Singapore right here at the National Stadium. We look forward to working with our partners at Singapore Sports Hub to promote and enhance a vibrant football culture here in Singapore by providing memorable and rich experiences for fans of the beautiful game,” commented Mr Ned Negus, Senior Vice President, Sales & Marketing, Catalyst Media Group.

Meet and greet local football heroes

The Young Lions, together with players from the Home United Football Club will be here at the Home of the LIONS to engage fans and inspire the younger generations as they share their journey to becoming professional football players.

Fans can also look forward to two Singapore Premier League matches to be held at the National Stadium this June. Tickets promotions to the matches will be available exclusively at the Festival (*please refer to Appendix B for the schedule of matches*).

“As part of our renewed vision to be more collaborative, engaging and inclusive, we are grateful to be partnering with key stakeholders such as the Singapore Sports Hub and Sport Singapore to increase the programming in the football ecosystem in Singapore. With the many football activities centered in the Singapore Sports Hub as the Home of the Lions, and the various partners coming on board, the Festival of Football promises to be a dynamic event this year, bringing together people from all walks of life. The heightened programming will go a long way in boosting interest in the sport, which only bodes well for football in Singapore not only in the long-term but also as we build towards the year-end 2018 ASEAN Football Federation Suzuki Cup,” said Mr Yazeen Buhari, Acting General Secretary of the Football Association of Singapore.

Mini tournaments and football clinics to be held at the mini football cage

A mini football cage at the entrance of OCBC Square, in front of Stadium MRT Exit A, will host a series of mini football tournaments and clinics such as the King of the Hour football competition, 4v4 football tournaments and daily friendly games.

There will also be football clinics and programmes conducted by the ActiveSG Football Academy, as well as other football-themed activities such as table football, footvolley exhibition matches and clinics, pool football, and penalty shoot-out for members of the public to test their skills or simply have fun.

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Weekend parties with live entertainment and music acts

There will also be celebrity appearances, comedy acts and local favorite bands performing on stage throughout the Festival.

Youth performers from the National Youth Council will be showcasing their talents on stage during the weekend parties at the Festival. Some of these artistes are mentees from National Youth Council's SHINE X *SCAPE Talent Development Programme, a platform which provides mentorship and opportunities for youths to develop their talents and passion, and is one of the key features of the SHINE Festival.

SHINE Festival, which is powered by the National Youth Council, is the annual high-point celebration of youths in Singapore, showcasing youth talents in the areas of arts, dance, media and music. Now into its 13th year, SHINE Festival is ever evolving to fulfil youth interest and trends.

West End Bar & Makan Hub

Riding on the success of the West End Bar and the Makan Hub at the HSBC Singapore Rugby 7s, this food and beverage concept will make its return at the Singapore Sports Hub Festival of Football (*please refer to Appendix C for key programme highlights*).

For more details on the Singapore Sports Hub Festival of Football, visit www.sportshub.com.sg/FOF.

For more details on the Singapore Football Festival, visit www.footballfest.sg.

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PHOTOS & VISUALS

Download link: <https://www.dropbox.com/sh/z6rkd9gifjmb3vg/AADjtOzrJEZ-PLAq345PRIGWa?dl=0>

Photo Credit: Singapore Sports Hub

Media Briefing Photos Caption:

- **Media Briefing Image 1:** Mr Oon Jin Teik, Chief Executive Officer of Singapore Sports Hub, introducing the Singapore Sports Hub Festival of Football, and the total partnership for the festival.
- **Media Briefing Image 2:** Mr Adam Firth, Chief Commercial Officer of Singapore Sports Hub, introducing the key highlights of the Singapore Sports Hub Festival of Football.
- **Media Briefing Image 3:** Strategic event partners of the Singapore Sports Hub Festival of Football taking a group photo to commemorate the event.

(From left, back row) Fandi Ahmad, Head Coach of the Young Lions, Siva Krishnan, Events Programming Director of Singapore Sports Hub, Jean Ng, Sports Director of Singapore Tourism Board, Lim Tong Hai, Partnerships and Pathways Team Lead of Sport Singapore, Yazeen Buhari, Deputy General Secretary of Football Association of Singapore, Oon Jin Teik, Chief Executive Officer of Singapore Sports Hub, Lim Teck Yin, Chief Executive Officer of Sport Singapore, Simon Calder, Operations Executive Vice President of Catalyst Media Group, Adam Firth, Chief Commercial Officer of Singapore Sports Hub, Axel Brizzy, Youth Performer from National Youth Council

(From left, front row) Home United FC Amy Recha, Young Lions Ikhsan Fandi, Young Lions Adam Hakeem, Hougang United FC Illyas Lee, Home United FC Eko Pradana Putra, Hougang United FC Jordan Chan

OFFICIAL HASHTAG

#sgsportshub

#SSHFestivalofFootball

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APPENDIX A – 2018 INTERNATIONAL CHAMPIONS CUP IN SINGAPORE

Match 1 - 26 July 2018
Atlético de Madrid vs Arsenal
Event Start Time: 7:30PM

Match 2 - 28 July 2018
Arsenal vs Paris Saint-Germain
Event Start Time: 7:30PM

Match 3 - 30 July 2018
Paris Saint-Germain vs Atlético de Madrid
Event Start Time: 7:30PM

Single Match Tickets	Match 1	Match 2	Match 3
Field Seats	S\$388	S\$388	S\$388
CAT 1	S\$208	S\$208	S\$188
CAT 2	S\$188	S\$188	S\$168
CAT 3	S\$138	S\$138	S\$118
CAT 4	S\$98	S\$98	S\$78
CAT 5	S\$68	S\$68	S\$68
CAT 6	S\$48	S\$48	S\$48
CAT 7*	S\$28	S\$28	S\$28

Ticket Bundles	3-Day Packages	2-Day Club Packages		
		Match 1 & 2	Match 1 & 3	Match 2 & 3
CAT 1	S\$513.40	S\$374.40	S\$356.40	S\$356.40
CAT 2	S\$462.40	S\$338.40	S\$320.40	S\$320.40
CAT 3	S\$334.90	S\$248.40	S\$230.40	S\$230.40
CAT 4	S\$232.90	-	-	-
CAT 5	S\$173.40	S\$122.40	S\$122.40	S\$122.40
CAT 6	S\$122.40	-	-	-
CAT 7*	S\$71.40	-	-	-

- All prices reflected include GST and exclude booking fee
- Booking fee for tickets \$30 and below: S\$1.00 per ticket
- Booking fee for tickets S\$30.01 and above: S\$4.00 per ticket
- Booking fee for 3-Day Packages/2-Day Club Packages: S\$7.50 per package (*S\$3.00 for CAT 7 packages)

APPENDIX B – SINGAPORE PREMIER LEAGUE JUNE FIXTURES

Young Lions FC vs. Home United FC
 Date: 23 June 2018
 Start Time: 5:30PM

Hougang United FC vs. Brunei DPMM FC
 Date: 24 June 2018
 Start Time: 5:30PM

CATEGORY	TICKET PRICES
CAT 1 - Standard	S\$5.00
CAT 1 - Concession*	S\$1.00

- All prices reflected include GST and exclude booking fee.
 - Booking fee for tickets S\$30.01 and below: S\$1.00 per ticket.
- * Concession tickets are applicable to Students aged 4 to 16, and Senior Citizens aged 60 and above. Photo ID will be requested upon entry for verification.

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APPENDIX C – SINGAPORE SPORTS HUB FESTIVAL OF FOOTBALL KEY PROGRAMME HIGHLIGHTS

FOOTBALL SCREENINGS

Catch local and international football matches at the Singapore Sports Hub Festival of Football on a mega 66sqm LED Screen.

- Live football screenings of the beautiful game
- Live broadcast of the 2018 International Champions Cup in the United States
- Live broadcast of the Singapore Premier Leagues games
- Repeat telecasts of the 2017 International Champions Cup in Singapore matches featuring top European teams FC Chelsea, FC Bayern and FC Inter Milan

FOOTBALL TOURNAMENTS & PLAYERS' APPEARANCES

- **Daily Football Friendlies**
14 June to 15 July, OCBC Square

Play a game of football with other football enthusiasts at the mini football pitch at the OCBC Square. Simply form a team of 4, register your team online, indicating your preferred timeslot, and get paired up with another team for a friendly 4v4 game.

- **4v4 Football Tournament**
7, 8 & 14 July, OCBC Square

Aspiring footballers can showcase their competitive skills at the 4v4 Football tournament in the 3-day competition, featuring up to 128 teams across 4 different categories – Men, Women, Mixed and Veteran. The top 3 winners from each category will walk away with up to \$1,000 worth of cash prizes. Registration fee applies.

A football juggling contest will also take place during the lunch break on 7 July, where the team who complete 50 juggles within the shortest time stand to win attractive prizes.

- **King of the Hour**
15 July, OCBC Square

Form a team of 3, and take part in the 'King of the Hour' competition. Each game will last for 5 minutes, and the winner of each game will stay for the next game against another opponent. The team with the most number of wins in an hour wins, and will walk away with a \$100 cash prize. Registration fee applies.

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- **Meet & Greet with Singapore Premier League (SPL) Players**

23 June, Sports Hub Library

Prior to the match at the National Stadium at 5.30pm, players from the Home United FC and Young Lions will be conducting a meet and greet session with their fans at the Sports Hub Library.

From 14 June to 15 July, there will also be a contest at Sports Hub Library where participants can stand to win season passes to the SPL matches by answering a short quiz.

- **Table Football Championships**

23 & 24 June, Sports Hub Library

Organised by the Table Football Association of Singapore, members of the public can witness the best players in table football battle it out for the ultimate championship title in the Table Football National Championships Under 19 Category (23 June) and Open Category (24 June) at the Sports Hub Library. Special guest players from Japan and Australia will also be present on 24 June.

FUN FOOTBALL ACTIVITIES

- **Museum Activities**

Various Dates, Singapore Sports Museum

The Singapore Sports Museum will be adding the latest official match ball to its current collection of match balls, and conducting activities such as a football trail and storytelling sessions throughout the Festival.

- **Penalty Shoot-Out**

14 June to 15 July, OCBC Square

Participants can try to score a goal at the penalty shoot-out, and stand a chance to win attractive prizes.

- **Pool Football**

18 June to 15 July, Kallang Wave Mall

A combination of pool and football, participants can use their legs to kick the footballs into the pockets of the life-sized pool table.

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- **Footvolley Exhibition Matches & Clinics**

7 & 8 July, Beach Volleyball Court

Footvolley originated from Brazil and is a sport which combines aspects of beach volleyball and football, and played on a sand pitch. Members of the public can learn the basics at the footvolley clinics or watch teams from Singapore, Malaysia and Thailand play at the exhibition matches. Online registration is required for footvolley clinics.

- **Football Fan Scavenger Hunt**

7 July, Various Locations

Form a team of 2 to 4 people, complete 13 football-related challenges such as football charades, football hunt and down the pins, and stand a chance to win attractive prizes.

MUSIC, LEISURE & ENTERTAINMENT

- **Weekend Parties**

Every Friday to Sunday, OCBC Square

Enjoy acts by youth performers who will be present at the upcoming SHINE Festival, favourite local bands, as well as comedy acts by popular local entertainers every Friday to Sunday.

- **Junior Playcation**

14 June, Various Locations

Junior Playcation is a day camp organised for children aged 7 to 16 years old. Through sporting activities such as football, volleyball and laser tag, children can learn creative play, develop their social skills and nurture their interest in sports. Lunch and snacks will be provided, and a camp kit will be given to all participants. Registration fees apply.

- **Lunchtime movie screenings**

16, 23, 24 & 30 June, 7 & 15 July, OCBC Square

Enjoy movies such as Goal and Bend It Like Beckham during the weekends. Free popcorn will be given out, while stocks last.

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FITNESS ACTIVITIES

- **Experience Sports FIT-Sessions**
25 June to 15 July, OCBC Square

The daily Experience Sports FIT-sessions including Zumba, Boot Camp, Cardioblast, Yoga, and SuperFit.Community (Run) will be moved to the OCBC Square from 25 June to 15 July.

An additional session of sunset yoga will also be organised on 30 June, where members of the public can enjoy the sunset while practicing key basic yoga poses.

- **Glow DanceJam**
15 July, OCBC Square

Dance to popular beats while working out before the live screening of the finals. Participants can show their support for their favourite team by painting their face with the country flag of their choice. A limited-edition Experience Sports glow-neon fitness t-shirt will be given out, while stocks last.

OTHER ACTIVITIES

- **Dad's Day Out**
16 & 17 June, OCBC Square

Celebrate Father's Day with fun activities such as Trishaw ride, Virtual Reality Fun, human foosball and inflatable ball challenges. Dads can also pledge their promise and commitment to be the best fathers to their children and families at the Dad's Promise Wall, which will be back again this year. For more information on Dad's Day Out activities, visit www.CelebratingFathers.sg.

- **ActiveSG Football Academy**
Multiple dates, OCBC Square

ActiveSG Football Academy is a holistic football programme designed to build character and encourage children and youth to pursue their sporting passion with the right attitude. During the Festival, ActiveSG Football Academy classes will be conducted at the mini football pitch at the OCBC Square.

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- **UFC Activities**
20, 22 & 23 June, OCBC Square

There will be a UFC Open Workout, where main card UFC athletes will be demonstrating striking, grappling and wrestling techniques to the fans, as well as a Guest Fighter Fan Engagement and Autograph Session, where fans can get close-up with a UFC Guest Fighter.

- **SportCares Youth Camp by SportSG**
6 July, Various Locations

SportSG will be organising a SportCares Youth Camp to encourage and engage youths in sports programmes such as football, athletics, basketball and swimming. Using the principle of sports, participants can know more about themselves, pick-up the value of grit and learn to label and manage their emotions.

Programme subject to change.

For latest updates, please visit www.sportshub.com.sg/FOF.

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ABOUT SINGAPORE SPORTS HUB

The Singapore Sports Hub is a fully integrated sports, entertainment and lifestyle hub, with programming that ranges from recreational to competitive, from community to international, to serve the 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
- Facebook: [sporesportshub](https://www.facebook.com/sporesportshub)
- Twitter: [@sgsportshub](https://twitter.com/sgsportshub)
- Instagram: [sgsportshub](https://www.instagram.com/sgsportshub)

The Public-Private Partnership includes:



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