



DON'T MISS THE ALL DAY ACTION!

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THE BIGGEST SHOWCASE OF JAPANESE FOOD, CULTURE AND FUN-PLAY ENTERTAINMENT

Singapore, 30 August 2018 – A feast for the senses awaits visitors at the biggest Japan Summer Festival. This is held in conjunction with the 10th edition of the Sports Hub Community Play Day, at the National Stadium on 8 and 9 September. The stadium premises will be transformed into a gigantic festival ground with more than 100 Japanese F&B, games, and merchandise booths as well as a center stage featuring 25 sensational stage performances by 24 groups and organisations from Japan and Singapore. These performances include:

- **Taiko drum performance** – an ancient Japanese percussion using large drums;
- **Yosakoi** – a unique style of dance typically performed at festivals in Japan;
- **Domobics** – an aerobics dance performance named after the beloved Domo, official mascot of Japan's public broadcaster NHK; and
- the distinctive **Hawaiian Hula dance performance** amongst many others (details in [Annex A](#)).

Sue Kealohiokalani Mayuzumi, who leads the Japanese Association of Singapore's Hula Dance Group, said, "The Summer Festival is a huge event for the Japanese Association. This year's event is particularly special because of its venue at the Singapore Sports Hub. It marks a milestone in how the Summer Festival connects both the Japanese and local communities here in Singapore. I know many in the Japanese community who have not been to the National Stadium, and they're excited at the prospect of attending the festival at this venue. Among my students, we represent Japanese, Hawaiians, and Singaporeans. Majority of my students are Japanese and most of them have experienced the festival in Japan. Hence, I believe they can bring that experience to enliven the atmosphere here in Singapore."

Authentic Japanese stalls

Apart from the authentic Japanese F&B stalls serving dishes typically associated with festivals, visitors can also shop from a colourful array of Japanese merchandise including anime-related products, cosmetics and skin care products, tote bags, stationary, origami earrings, pre-packed snacks, toys, French-inspired hats, handmade spoon kits, artisanal accessories, and many more (details in [Annex B](#)).

Domo and Pikachu Meet-and-Greet Sessions



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Meet-and-greet sessions for fans to meet with life-sized Pikachu and Domo

Besides the onstage entertainment, visitors can get the chance to meet with Domo and Pikachu in action and snap a picture with them in the meet-and-greet sessions, on a first-come-first-served basis over the 2-day event (details in Annex C).

Thrilling games to keep the whole family entertained

There are three main game zones to keep the whole family entertained - the *Pokémon Carnival zone*, the Sports Hub Community Play Day – *Fun on Wheels!* zone, and the *Japanese Association's Game Corner*. The carnival features several Pokémon-themed game stations and machines, where participants can test their hand-eye coordination skills in games including “*Let's Battle Pikachu*”, “*Squirtle Yo Rescue*” and “*Gengar Shadow Ball*”.

The Japanese Association's Game Corner

At the Japanese Association's Game Corner, there are five booths featuring traditional Summer Festival favourites including *Yo-Yo Tsuru*, a game involving fishing for water balloons using a frail paper string with a hook; *Shateki*, a game where participants can shoot their target prizes to win them; and *Senbonbiki*, a game where participants can choose from a multitude of strings to pull, to see if he or she can win prizes.

“Fun on Wheels!” theme

The Sports Hub Community Play Day will be taking place concurrently on the National Stadium grounds, with activities taking on a “Fun on Wheels!” theme. Visitors can relive the arcade glory days with *90s car racing video game Daytona and Initial D*. Other popular Japanese-made arcade games include *Dance Dance Revolution and Bishi Bashi*.

Singapore GP F1 Roving Truck

Besides arcade games, a Singapore GP F1 Roving Truck will be on site inside the National Stadium, for participants to test out the reflexes of car racing enthusiasts in our simulators. There will also be giant versions of popular group games such as *Twister, Snakes & Ladders, and Pick-Up Sticks*.

Japanese-themed games

The Sports Hub Community Play Day zone will also comprise Japanese-themed games such as *Hanetsuki*, a game resembling badminton, but played without a net; *Ohajiki*, a game involving flicking small, coin-shaped pieces called with one's fingers, to hit other pieces; *Otedama*, a game where the challenge is to toss and grab small bean bags.

Keeping active through fun-play, sports and fitness activities

J-Party Fitness mass workouts by Japanese instructors

Fitness buffs can look forward to the J-Party Fitness mass workouts conducted by Japanese instructors. The programme comprises popular routines such as *Zumba, Salsation, and Kardioblast*, and it will take place from 1 pm to 3 pm on both days with fitness packs up for grabs.

One of the Japanese fitness instructors, Masami Miko, who has been teaching fitness classes for 4 years, said: “This is my first time participating in the Japan Summer Festival and I'm thrilled that I can spread the culture of Japan through my role conducting the J-Party Fitness session. I'm looking forward to leading the dance party fitness aerobics Zumba and Kardioblast workouts, incorporating some elements of Japanese culture such as the movements and even Japanese pop music. More importantly, I hope everyone can join in and stay healthy by leading an active lifestyle.”

ELXR's assessments and fitness mobile application

Visitors can also try out ELXR's assessments and fitness mobile application which functions as a DNA-based training programme.

The WTA (Women's Tennis Association) Finals activation

Tennis fans and enthusiasts can take part in fun challenges at the WTA (Women's Tennis Association) Finals activation at the festival and stand to enjoy tournament giveaways. Participants can challenge their balancing skills with a giant tennis racket at the *Bucket Challenge*, attempt the *Tennis Trivia memory card game*, and *learn to play tennis* with the friendly WTA crew at the mini-tennis court.

Ms. Christine Lau, Director of Sports and Community Programming, Singapore Sports Hub, said, "The festival at the National Stadium presents truly a one-of-a-kind, immersive experience through the combination of cultural festivities and fun-play entertainment for everyone. Our broad range of offerings will have something for everyone, from thrill seekers to fans of Japanese culture."

Yukata Try-outs

As part of the festivities, visitors are encouraged to bring or rent the traditional Japanese summer garment, the Yukata. The Yukata rental service is priced at \$15 and available on:

- Saturday, 8 Sep: from 3 pm to 6:30 pm and
- Sunday, 9 Sep: from 3 pm to 5:30 pm

Renters can wear the garment till the end of the event at *9:10 pm on Saturday* and *8:10pm on Sunday*. Yukatas are limited and rented out on a first come, first served, while stocks last.

The Bon Odori dance

Each day will conclude with the *Bon Odori dance*, where participants can take part in the traditional dance while wearing the Yukata. 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/qzth2xlmvleq709/AADlJrjMv2aS2bBpyVV8A7wua?dl=0>

Photo credit according to the folder:

- Singapore Sports Hub
- The Japanese Association, Singapore

OFFICIAL HASHTAGS

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#SportsHubPlayDay

SPORTS HUB'S SOCIAL MEDIA PLATFORMS

Facebook: [@sporesportshub](https://www.facebook.com/sporesportshub)
Twitter: [@sgsportshub](https://twitter.com/sgsportshub)
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ANNEX A – STAGE PERFORMANCES



Saturday, 8 September 2018

	Time	Group Name	Performance
1	3 – 3:30pm	HIBIKIYA	<ul style="list-style-type: none"> ▪ Japanese Drum to welcome JAS performances
2	3:30 – 3:45pm	JACPA Singapore	<ul style="list-style-type: none"> ▪ JACPA Rhythmic gymnastics & kids dance
3	3:45pm– 4pm	Clementi WADAIKO Club	<ul style="list-style-type: none"> ▪ Japanese Drum
4	4 – 4:15pm	JCS, JAS Ladies & men’ s Choir	<ul style="list-style-type: none"> ▪ Choir
5	4:15 – 4:30pm	Keiko Dancing Mates	<ul style="list-style-type: none"> ▪ Hip Hop & Jazz Dance
6	4:30 – 4:45pm	Baton Twirling Club Singapore	<ul style="list-style-type: none"> ▪ Baton Twirling
7	4:45pm – 5pm	Kmicco Salsa Singapore	<ul style="list-style-type: none"> ▪ Kmicco Dance Project
8	5 – 5:15pm	Meg’s Dance Crew	<ul style="list-style-type: none"> ▪ Hip Hop & J-pop
9	5:15 – 5:30pm	Intriquette	<ul style="list-style-type: none"> ▪ Girls’ Dance Group
10	5:30 – 5:45pm	Singapore YOSAKOI	<ul style="list-style-type: none"> ▪ YOSAKOI
11	5:45pm – 6:15pm	Domo and JAS Dance Group	<ul style="list-style-type: none"> ▪ DOMOBICS
12	6:15 – 6:35pm	JAS WADAIKO Group	<ul style="list-style-type: none"> ▪ Japanese Drum
13	6:35 – 6:45pm	Tampines CC	<ul style="list-style-type: none"> ▪ Line Dance
14	6:45pm – 7pm	HIBIKIYA Japanese Drum to welcome GOH <i>Speeches by GOH and VIPs</i>	
15	7pm – 9pm	JAS MINYO Group	<ul style="list-style-type: none"> ▪ BON-ODORI (BON-DAIKO:JAS WADAIKO Group)

Sunday, 9 September 2018

	Time	Group Name	Performance
1	3 – 3:15pm	ALBIREX Niigata Singapore Cheer Dance School	▪ Cheer Dance
2	3:15 – 3:30pm	JAS Dance Group	▪ R&B Hip Hop Dance
3	3:30 – 3:45pm	JAS Hula Dance Group & Hula Studio Hiwalani	▪ Hawaiian Hula
4	3:45 – 4pm	JPCRC & Odoro collab	▪ JPCRC & Odoro collab
5	4 – 4:15pm	K's Idol Dance Project	▪ K's Idol Dance Project
6	4:15 – 16:30pm	D'Gymnastique Academy	▪ DGA Senior Aesthetic Group Gymnastics and Rhythmic Gymnastics
7	4:30 – 4:45pm	Halau Hula Kealohilani	▪ Hawaiian Hula
8	4:45pm – 5pm	Natsuiro Party	▪ Natsuiro Party LIVE
9	5 – 5:15pm	Sendai Suzume Odori Singapore	▪ Sendai Suzume Odori
10	5:15 – 5:45pm	Domo and JAS Dance Group	▪ DOMOBICS
11	5:45pm – 6pm	<i>Speech by Special Guest and VIPs</i>	
12	6pm – 8pm	REITOKU KAI	▪ BON-ODORI (BON-DAIKO:JAS WADAIKO Group)

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

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

ANNEX C – PIKACHU & DOMO MEET-&-GREET TIMINGS

8th September (Saturday)	Pikachu Meet-&-Greet Time: 1pm, 3pm & 6pm Venue: Pokémon carnival zone Domo Meet-&-Greet Time: 12 pm, 1 pm, 2 pm & 3 pm Venue: Near the event information booth
9th September (Sunday)	Pikachu Meet-&-Greet Time: 1 pm, 3 pm & 5 pm Venue: Pokémon carnival zone Domo Meet-&-Greet Time: 12pm, 1pm, 2pm, 3pm & 4pm Venue: Near the event information booth

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 2nd 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
- 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:

