

## Appendix A: Fact sheet – Paint The Town Red

Team Singapore is a shared identity for all Singaporeans, where sport is a national language. It represents the unique connection between our athletes and the community-at-large – young or old; as they embark on their journey as one.

With the 28<sup>th</sup> SEA Games being played on home ground in June 2015, it is important that we ride on the momentum generated from the three major Games<sup>1</sup> in 2014 and the recently launched “One Team Singapore” brand campaign to further establish recognition of our athletes in the minds of our community so as to rally support for them towards the Games.

**“Our sporting hero. My neighbour”** is a profiling campaign that serves to highlight that our athletes are amongst us and that like all of us, they have their own unique personalities and stories that Singaporeans can identify with and able to elicit responses of “I want to be like them” or “I want to watch them in action during the 28<sup>th</sup> SEA Games.”

Since February 2015, Team Singapore athletes living in their respective neighbourhoods have been introduced to their fellow residents through meet-and-greet sessions at community events, with the intention of connecting and building Singapore’s affection for them. Key athletes will also be introduced to residents with billboards around the neighbourhoods and on bus shelter posters in the estates.

In fostering a stronger community spirit through the 28<sup>th</sup> SEA Games, the **“Paint The Town Red”** movement aims to activate Singaporeans’ support and to be the rally call for our nation to get behind our athletes as One Team Singapore (#OneTeamSG).

As part of the **“Paint The Town Red”** movement, community spaces and housing estates will be transformed and deliberately dressed in “red” – from the blocks of flats, to the surrounding lamp post banners to the public transport vehicles that ply the area.

Anchored on the colour red, the colour has also been specifically chosen to symbolise Singapore’s national pride and support.

As the wider village that sits behind the athlete, **“Paint The Town Red”** is about supporting them because we recognise that they are our icons and role models for what we believe. It is only through our support that our athletes will not only represent us well, but also display grit and determination and emerge with stories that will continue to inspire us.

Together, both campaigns set the stage for a new national identity – one that forms a key cornerstone in Sport Singapore’s effort to fulfil a recommendation of the Vision 2030 sports masterplan – to “build affinity and strengthen national pride through Team Singapore.”

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<sup>1</sup> The three major Games in 2014: Glasgow 2014 Commonwealth Games, Nanjing 2014 Youth Olympic Games and the 17<sup>th</sup> Incheon Asian Games 2014

**“Paint The Town Red” billboard rollout**

First week of May	<ul style="list-style-type: none"><li>• Pasir Ris-Punggol</li><li>• Sembawang</li><li>• Tanjong Pagar</li></ul>
Week of 08 May	<ul style="list-style-type: none"><li>• East Coast</li><li>• West Coast</li><li>• Nee Soon</li><li>• Tampines</li></ul>
Mid - End May	<ul style="list-style-type: none"><li>• Ang Mo Kio</li><li>• Choa Chu Kang</li><li>• Bishan-Toa Payoh</li><li>• Jurong</li><li>• Holland-Bukit Timah</li><li>• Marine Parade</li><li>• Moulmein-Kallang</li><li>• Aljunied</li></ul>

*\*Information as of Saturday, 25 April 2015.*