

*Wednesday, June 03, 2009*  
**FOR IMMEDIATE RELEASE**

**An exceptional event for exceptional times – home premieres in Singapore on world environment day**

**Shaw Organisation and Singapore Environment Council (SEC) jointly present Yann Arthus-Bertrand's Documentary HOME on 5 June at Shaw Lido**

**Singapore, 22 May 2009** – Shaw Organisation and Singapore Environment Council (SEC) have partnered to present the Charity Gala Premiere for HOME, a feature film directed by Yann Arthus-Bertrand, on 5 June 2009. Proceeds from the premiere will go towards SEC awareness and action programmes for year 2010.

**Details of the Charity Gala Premiere:**

Date: 5 June 2009 (Friday)

Time: 7.15pm (Running Time: 90mins)

Venue: Shaw Lido Cineplex, Level 5 Shaw House, 350 Orchard Road

Tickets: Priced at S\$50

Commenting about the release of the film, *Shaw Organisation's Executive Vice President, Mr. Mark Shaw*, said, "Ever since Earth Hour, which garnered much interest and support from people in Singapore, it is apparent that there is much more we can do to help the environment. We hope to show our support by releasing this film in Singapore and hope that it will bring about more initiatives encouraging people to do their part to help change the world. HOME is THE FILM for THIS TIME. This film brings us footage from an extremely unique angle, which will definitely change the way we look at environmental issues as well as allowing us to see the results of our interaction with the environment from a unique perspective."

After the successful collaboration for Sharkwater in 2008, Singapore Environment Council, along with Shaw Organisation has come together again, to show their support for environmental-related films.

Adding on to the joint event, *Singapore Environment Council's Executive Director, Mr. Howard Shaw* said, "Over-consumption, deforestation, global warming, starvation and other environmental-related issues that we have heard and discussed about could not be better seen from this film. Through this charity premiere, we hope to roll out more awareness and action programmes in the coming year. Following up, we would be promoting "The Story of Stuff", which educates the younger generation about the difference between needs and wants as well as the underside of our production and consumption patterns. Last but not least, we aim to get people to pause and contemplate about the unsustainable rate of consumption in Singapore."

In addition, HOME's release date on 5 June 2009 marks a major global event. For the first time ever, a film will be released on the same day in over 50 countries across all four media – theatre, TV, DVD and Internet. Shot entirely in high-definition on a helicopter, this documentary brings breath-taking footage from over fifty countries, showing how humanity has upset the balance on Earth and the high price that we have to pay. As the results of overconsumption and depletion of Earth's resources are being unfolded in the film, HOME sets out the current situation and at the same time, tells us that a solution exists. Through this film, Yann Arthus-Bertrand hopes to convey the message that we have a greater impact on the Earth than it can bear and that important decisions must be taken to change the world.

Yann Arthus-Bertrand, HOME movie director, is a renowned and internationally recognized French photographer who originally specialized in animal photography but later turned to aerial photography of subjects in many locations across the world. In 1991, he founded the Altitude Agency in Paris, a photographic library that specializes in aerial photography. It is the only one of its kind. In 2000, Arthus-Bertrand created an exhibition with a collection of 100,000 photographs taken in 76 countries which make up his *Earth from the Air* exhibit. Some of these have been published in his book *365 days: Earth from the Air* and exhibited in London, Singapore (Orchard Road), Poland, The Netherlands, Finland and elsewhere.

**Narrated by Glenn Close, a five-times Academy Awards® nominee, HOME will be premiered in Singapore on World Environment Day, 5 June 2009. After the Premiere, there will not be any regular session at the cinemas. However, interested parties/schools/companies can contact Shaw Organisation for private screening/block-booking.**

Official Website for HOME: <http://www.home-2009.com/>

## About Singapore Environment Council



Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation, and a registered charity that strives to nurture, facilitate and co-ordinate environmental awareness and action. SEC's work is founded on three pillars of action – firstly, education and promotion of sustainable development lifestyle concepts, working in partnership with the people, private and public sectors of Singaporean society. Secondly, SEC rewards and affirms environmental excellence through awards schemes and endorsement programmes. Third, the Council conducts programmes to train and build environmental expertise locally through workshops, training courses, and roundtable discussion sessions on a multitude of issues. Over the years, SEC has given strength and bearing to the environmental movement here.

**For more information, contact:**

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## About Keppel Land Limited

Keppel Land defines and refines cityscapes with premier commercial and residential developments stamped with its hallmark of quality, innovation and integrity. The Company is the property arm of the Keppel Group, one of Singapore's largest multinational groups with key businesses in offshore and marine, infrastructure, and property.

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Keppel Land is geographically diversified in Asia, with current focus on Singapore, China, Vietnam, India and Indonesia. The Company has a strategic focus on two core businesses of property development and property fund management.

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## About Hybrid Motors

Started by Mr. Eddie Lo, **Hybrid Motors** offers a vast array of luxury MPVs, SUVs and hybrids that will fit car owners of any profile – while being kind to Mother Earth at the same time. With the finite nature of petroleum resources in mind, Hybrid Motors has taken the lead in promoting vehicles that are friendly to Gaia. It has launched a series of cars that are both ‘green’ and stylish at the same time. The Toyota Estima Hybrid MPV, Prius Hybrid, and more recently the Honda Insight Hybrid, are all prime examples of ‘green’ driving made possible. Other than bringing in eco-friendly cars, Hybrid Motors has also been proactively promoting the ‘green’ concept of cars to the public. Taking the lead in educating the public about environmental protection, Hybrid Motors has been organising talks, seminars and fairs to spread the “Go Green” message.

### For more information, contact:

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### For Charity Gala Premiere (5<sup>th</sup> June 2009) bookings, please contact:

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### For any group/corporate booking query after 5 June 2009, please contact:

Ms. Vanessa Phang  
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### For information about the movie, please contact:

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