



EMBARGOED UNTIL 12 MARCH 2010, 6.00 PM

Earth Station Blasts Off

Singapore, 12 March 2010 – Project Earth Station will launch at 1800 (GMT +8:00) on 12 March 2010. This roving, interactive exhibition provides students with a walk-in experience on Sustainable Living. Targeted primarily at Primary 4 students and above, the exhibition takes you through the contrasting scenarios of living life as usual versus adopting a greener lifestyle. It focuses on topics like Global Warming, Conservation, Biodiversity, Pollution and Water.

Produced by The Singapore Environment Council (SEC), and sponsored by Club 21 and Toshiba Asia Pacific Pte Ltd/Toshiba Singapore Pte Ltd, Project Earth Station consists a set of five exhibition panels and three computer kiosks with information that aim to educate our young on the importance of environmental protection.

“Children nowadays are exposed to multimedia entertainment at a very young age, so Project Earth Station is designed in a format that allows experiential learning through interactive multimedia,” said Mr Howard Shaw, Executive Director of the Singapore Environment Council. “We hope the inclusion of arcade games and quizzes on sustainable living will increase their interest in and retention of the key message,” added Mr Shaw.

This roving, interactive exhibition is available for display at schools for a period of two weeks starting 22 March 2010, and bookings are made through SEC via email: earthstation@climatechange.sg (Annex 1 – FAQ and Conditions of Use) Other accompanying material include posters based on the exhibition panels, a DVD containing computer kiosk content and worksheets for teachers and students.

“We are looking forward to hosting this exhibition in our school as we think that the interactive components are visually appealing, and it comes with useful supporting documents such as posters and worksheets for students,” said Head of Department (Community Relations), Nan Hua High School, Mr Chia Yew Loon.

The roving exhibition will be launched in conjunction with a special movie preview of the Disneynature movie 'Earth' at Shaw House. (Actual release date for movie is 22 April 2010.) Project Earth Station will be available for public viewing from 12-19 March 2010 at Shaw House before commencing rounds to the schools.

About Project Earth Station (The exhibition)

Project Earth Station is a mobile exhibition for schools on sustainable living. Topics such as global warming, conservation, biodiversity, pollution and water are covered with the use of animation graphics and exhibition panels. Set up to look like an interior of a space ship, it creates a walk in experience where students are taken through scenarios of having a cleaner greener future in AD 2100 or one where the planet and its inhabitants are struggling for their very survival. The key message is about change and action. Changing our current lifestyles and taking positive action to create a sustainable future. The exhibition is accompanied by quizzes and an arcade style game. Students are given worksheets so that more in depth study can be done if needed. Participating schools will be given posters and a dvd containing all material. For more information and bookings, please visit Project Earth Station at: www.climatechange.sg or email us at earthstation@climatechange.sg



About EARTH (The movie)

The first film in the Disneynature series, earth, narrated by James Earl Jones, tells the remarkable story of three animal families and their amazing journey across the planet we all call home. Directed by Alastair Fothergill (DEEP BLUE), Earth combines rare action, unimaginable scale and impossible locations by capturing the most intimate moments of our planet's wildest and most elusive creatures. The spectator has the opportunity to observe fascinating landscapes and animals in the wild – from a perspective which people could largely not see with their own eyes – and from a perspective that moves you deeply. In Theatres 22 April.

Singapore Environment Council

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation that nurtures, facilitates and co-ordinates environmental causes in Singapore. SEC's work is founded on three pillars of action – Firstly, partnership with the people, private and public sectors of Singaporean society, to nurture a culture aligned with sustainable development concepts. Secondly, SEC rewards environmental excellence through awards schemes and product endorsement programmes, such as the Singapore Green Labelling Scheme. Thirdly, the SEC collaborates with partners to develop and implement training and learning programmes to build competencies in environmental sustainability within companies, thus keeping our business leaders ahead of the curve. Visit SEC website: <http://www.sec.org.sg>

Club 21

Club 21 is a luxury lifestyle company with 38 years of experience in retail and wholesale business operations. Its portfolio includes fashion, accessories and homeware. Club 21 operates multi-label fashion stores as well as licensed boutiques in Australia, China, Hong Kong, Indonesia, Malaysia, Singapore, Taiwan, Thailand, United Kingdom and the USA. It manages brands including Giorgio Armani, AIX Armani Exchange, Balenciaga, Marni, Mulberry, Dolce & Gabbana, Diesel, Donna Karan, DKNY, DKNY Jeans, Paul Smith, Issey Miyake, ck Calvin Klein and Jil Sander, among others. It is owned by Christina Ong, who also has businesses in retail, hospitality and wellness under the COMO Group umbrella. Club 21 supports environmental education as a critical element in addressing climate change, a global and urgent issue.

Toshiba Asia Pacific Pte Ltd

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For media enquiries, please contact

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PROJECT EARTH STATION FAQ and Conditions of Use



1. How long can the exhibition be reserved for?

The exhibition can be booked for a fixed 2 week (Mon to Fri over 2 weeks) period, please contact SEC staff at: earthstation@climatechange.sg for alternate booking times (subject to availability of exhibition and transport).

2. How do I reserve the exhibition?

Please click the booking calendar on website and fill in organisation details and the period of time you wish to book. SEC staff will contact you with confirmation of your booking.

3. How much is the cost of the exhibition?

It is free for all government and international schools in Singapore. There will be a transport and set up fee to all other interested parties.

4. Who can reserve the exhibition?

Schools will be given priority for reservations. Other requests will be done upon application to the Council and there will be a transport and setup fee involved.

5. How far in advance must a reservation be made?

The Council needs at least 3 weeks prior notice.

6. How do I postpone or cancel a reservation?

To postpone or cancel a reservation, please contact the Council 3 weeks in advance. The Council will send an acknowledgment email to you.

Failure to accept delivery of the exhibition when delivered to your location will result in a S\$200 delivery charge fee.

7. What age group does the exhibition target?

Anyone from the age of 10 and up will find the information pertinent and useful. The arcade game is for all ages!

8. How much space does it take up?

Ideal space would be a 6m by 6m square and a high ceiling of 3m and above.

9. What does the exhibition consist of?

There are 5 panels and 3 computer kiosks. The content material covers topics such as global warming, pollution, water, conservation and biodiversity.

10. What location is best for the exhibition?

We suggest a non high wind/rain location indoors. Our logistics team will help to suggest best layout and location should you need advice. The exhibition needs a 6m by 6m space and height clearance of 3m and at least one powerpoint socket. Please see layout below. You may wish to get Green Club Students to assist in manning the exhibition.

11. Is there accompanying material for students?

Once the exhibition is booked, upon delivery the Council will also provide a set of posters based on the exhibition panels and dvd containing all kiosk content and worksheets for teachers and students.

12. Who will set up and deliver the exhibition?

A vendor will set up and deliver the exhibition to your location. The set up will take place by 3pm on Mon and take down by 3pm on Fri. Our logistics team will explain the set up procedure and pass you our programme kit.

13. What if there is a technical fault?

Please contact the Council at 63376062 and ask for Grace or Uma and we will assist you.

14. How will prizes for top quiz scorers and arcade game be sent to schools?

The Council will post the vouchers to the schools within one month of the last day of the exhibition. Prizes are only for school bookings.

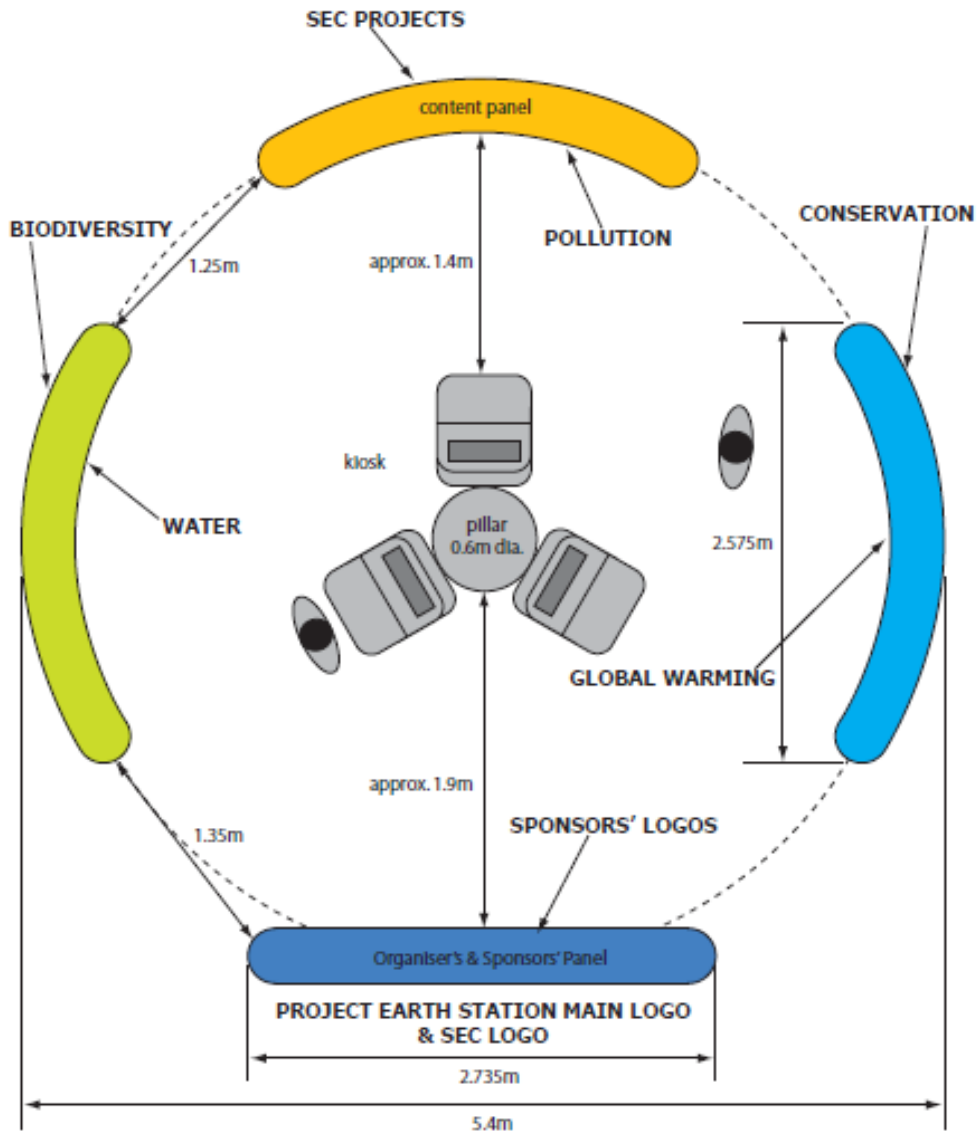
15. Can I make multiple bookings?

Each School or organisation is allowed to make only ONE booking per calendar year.

16. What if the exhibition gets damaged while at my location?

We will require a signature from the person in charge upon set up and take down of exhibition. If there is damage to the exhibition the costs is actual cost of replacement of parts/panels. The Council will be responsible for enquiries regarding damage and replacement.

Proposed layout of Project Earth Station Exhibition Space



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