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GIRL GUIDES SINGAPORE & SINGAPORE TOURISM BOARD JOINTLY PROMOTE SINGAPORE THROUGH WORLD THINKING DAY PROJECT POSTCARD

Singapore, 06 November 2007 - Members of Girl Guides Singapore (GGS) participated in the Singapore Tourism Board's (STB) "Project Postcard" as part of their World Thinking Day Celebrations and commemoration of 90 years of Guiding in Singapore by promoting Singapore as an attractive destination. About 350 brownies, girl guides, staff and volunteers penned their greetings and invitation to other members of the World Association of Girl Guides and Girl Scouts (WAGGGS) at the GGS headquarters today in an event dubbed World Thinking Day Project Postcard.

World Thinking Day is celebrated worldwide by the 10 million WAGGGS members on 22 February each year. As a global movement that promotes international peace and friendship, it is a tradition that members from more than 140 countries send their greetings and thoughts to one another as part of the celebrations.

This is the first time GGS and STB are collaborating on Project Postcard which is in its fifth run. Members will act as tourism ambassadors to send greetings and invitation to visit Singapore. The postcards, which have pre-paid international postage, feature entries to STB's Unique2Me National Photo Competition, which invited participants to share what they think makes Singapore unique. Themed "My City. My Life", these postcards depict the blend of old and new buildings that make up our city's distinctive landscape, festive lion dance as well as grand fireworks displays over the city skyline.

Ms Jessie Tan, Deputy Chief Commissioner & International Commissioner, GGS commented, "We are very pleased to participate in Project Postcard as it is complementary with a key component of GGS' 5-point programme which is to promote international peace and friendships. As we look back at the 90 years of Girl Guiding in Singapore, there have been uncountable bonds and connections made between members at personal and national levels. I am positive that "Project Postcard" will not only enhance existing ties between our members and their counterparts overseas, it will encourage our members to promote our unique city as a must-visit destination."