

Ms Winnie Pua, Director, Brand Management, Singapore Tourism Board, said, "Project Postcard offers a fun opportunity to increase affinity to the *Uniquely Singapore* brand and encourage Singaporeans and residents to be tourism ambassadors of Singapore through the act of inviting their overseas friends and family to visit Singapore. We are pleased to partner Girl Guides Singapore in this event, and to mark their anniversary in such a meaningful way. World Thinking Day encourages Girl Scouts and Guides to form life-long friendships, share cultural experiences and knowledge with their counterparts internationally. These are in tandem with Project Postcard's wish to encourage residents to share Singapore's unique offerings with the rest of the world, and to encourage them to create their own unique experiences when they are here."

Since the launch of Project Postcard 2007 on 08 October, participation has been encouraging with 40,000 postcards being submitted. Electronic versions of the eight postcard designs (available at the Project Postcard microsite) have also done well with about 9,000 submissions and 26,500 page views with all figures still increasing. This year, senders are able to personalise their e-cards with avatars which they can customise for a more personal touch. The site also offers other content such as screensavers and desktop wallpapers for an overall experience. Residents are encouraged to participate as there are several attractive prizes to be won in two lucky draws held on 12 November and 6 December respectively. Project Postcard 2007 will end on 30 November this year. More details can be found on Project Postcard's microsite [visitsingapore.com/projectpostcard](http://visitsingapore.com/projectpostcard).

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Please refer to [Annex A](#) for Fact Sheet on Project Postcard

Please refer to [Annex B](#) for Project Postcard 2007 designs

### ***More About World Thinking Day***

World Thinking Day was first created in 1926 at the fourth Girl Guide/Girl Scout International Conference, held at Girl Scouts of the USA's Camp Edith Macy (now called Edith Macy Conference Center). Conference attendees decided that there should be a special day when Girl Scouts and Girl Guides all around the world think of each other and give thanks and appreciation to their "sister" Girl Guides and Girl Scouts. The delegates chose 22 February as the date for Thinking Day because it was the mutual birthday of Lord Baden-Powell, founder of the Boy Scout and Girl Guide/Scout Movements, and his wife Olave, who served as World Chief Guide.

It is now a tradition that the 10 million Girl Guides and Girl Scouts in 144 countries celebrate this day in international friendship and peace by extending warm wishes to each