



Girl Guides Singapore Contribute To Singapore Tourism Efforts Through World Thinking Day Project Postcard (06 Nov 2007)

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. Over 500 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."

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 50,000 postcards being submitted. Electronic versions of the eight postcard designs (available at the Project Postcard microsite) have also done well with about 10,000 submissions and 26,500 microsite 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.

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