



Spinn Private Limited
20 Peck Seah Street #02-00
Singapore 079312
Web : www.spinn.com
Main : +65 6226 6138
Fax : +65 6226 3718

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SPINN CAPTURES PEOPLE OF SINGAPORE AS STARS IN NATIONAL DAY VIDEO 2007

*Video Celebrates the Unique, Dynamic Blend of Cultures,
Made Possible by Real-life Singapore Residents, from All Walks of Life*

SINGAPORE, 8 August 2007 – Commissioned by National Heritage Board (NHB), local film and video production company Spinn Private Limited presents a four-minute video tribute to all residents of Singapore. Titled '*A National Celebration and Everyone's Invited*', the video celebrates Singapore's unique blend of traditions and cultures by casting the spotlight on the people who make it possible – the Singaporeans, Permanent Residents and expatriates living, working and playing here.

Shot in a variety of locations in Singapore, the video features people from diverse backgrounds who step out of their own cultures to embrace others – a group of Malay ladies who are practicing *tai chi*, a pair of Chinese boys who play the traditional Indian *tabla* and *sitar*, an Austrian who sells German sausages in the heart of Chinatown and many others. In return, they are rewarded with enriching experiences and contribute towards making Singapore, truly a 'City of Possibilities'.

VCDs of the video will be given out on Monday, 6 August 2007, to 500 schools and government institutions by the NHB as a part of Singapore's National Day celebrations. The video will be broadcast on all local television channels, just before the airing of the Prime Minister's National Day Message.

NHB awarded SPINN the contract to produce this video in April 2007 because of SPINN's ability to capture the essence of the Singapore culture spot on, as well as SPINN's strong reputation for great quality in their productions. In addition, in no small coincidence, SPINN's production team for the video, consisting of local staff, as well as directors and producers from the United Kingdom, India and Indonesia who live in Singapore – mirrors Singapore's diverse collective of people working together to create unlimited possibilities.

Director of the video, U.K-born Mr. Phillip James Dunn of SPINN said, "Although a small nation, the depth and diversity of Singapore is very vast and constantly evolving. In a way, this video is a tribute to everyone who contributes to the vibrant culture of Singapore, no matter where they come from. The key priority of this video was to search for authentic people who live life in Singapore the way they are portrayed in the video. I myself have lived in Singapore for 14 years and am proud to be part of a production that contributes towards a greater sense of belonging to all who live and work in Singapore."

"This year's National Day video is a representation of how Singapore has grown as a country. Founded on immigrant roots, Singapore today continues to welcome people from around the world who call Singapore home. It is also a reflection of how Singapore strives to be a city of possibilities for everyone – young, old, those with special needs, citizens and New Citizens," said Mr Michael Koh, NHB's Chief Executive Officer.

The National Day 2007 Video is a contribution to the National Day 2007 celebrations by NHB and the Ministry of Information, Communications and the Arts (MICA).

About SPINN

SPINN is a leading creative video production company which specializes in producing videos for sales, marketing and corporate needs. SPINN consistently delivers high quality work with service excellence, making it the preferred creative provider amongst leading companies and organizations seeking to communicate their marketing and corporate messages in an effective and compelling manner. SPINN's creative videos help brand companies, close sales, launch events, raise funds and recruit talent.

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For more information, please contact

Tina Wong
Marketing Manager
Spinn Private Limited
Tel : +65 6226 6138 (ext 230)
Tina.Wong@spinn.com

Eugene WONG
Public Relations Consultant
The Right Spin Pte Ltd
Tel : +65 6325 5929
Mobile: +65 9766 9757
eugene@therightspin.com.sg