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Environmental cause receives star support

Utt, Jaymee Ong & Paul Foster among celebrities to help spread eco-messages

Singapore, 24 Nov 2014 – The Singapore Environment Council (SEC), Beam Artistes and North West Community Development Council (NWCDC) today signed a Memorandum of Understanding (MOU) to officially mark the launch of the Green Stars programme.

An initiative by the SEC, the programme aims to leverage on the popularity and star power of Beam Artistes to promote environmental consideration, urban sustainability and awareness of the SEC's programmes. A total of 12 artistes from the talent agency will be appointed as Green Stars ambassadors. (Please see Annex A for artiste profiles).

North West CDC will provide an annual cash sponsorship of \$20,000 for three years starting in 2015 in support of the Green Stars programme.

“Green Stars can help popularise the environmental cause to those who are indifferent to the environmental challenges facing Singapore, given the popularity and reach of the artistes who will serve as Green Stars ambassadors. It is another initiative by the SEC to widen education and outreach on environmental issues to all segments of Singapore society, and Green Stars will add to the SEC's slate of outreach programmes like the School Green Awards, ENVision, Green Champions and Earth Helpers. I am grateful to Mayor Teo Ho Pin and North West CDC, and Beam Artistes, for their support in this programme,” said Mr Jose Raymond, CEO of the SEC.

“At North West CDC, we actively promote a green living culture. We work closely with our 3P partners and green volunteers. Since the launch of the North West CDC's 10-year Eco Plan in 2009, the North West District has rolled out more than 50 sustainable programmes to reach out to 720,000 residents. North West CDC is pleased to partner SEC and Beam Artistes in launching the Green Stars programme to enhance community outreach on advancing environmental issues,” said Dr Teo Ho Pin, Mayor of North West District who was the Guest-of-Honour for the event.

“Our artistes including Utt, May Wan and Choy Wan have been advocates against actions that are detrimental to the environment such as food waste and the use of plastic bags, and are happy to lend a hand to do more. Being a part of the Green Stars programme is a natural fit for the agency and we are happy to support a cause that has been a part of our talent DNA”, said Samuel Seow, Director of Beam Artistes.

“Being a Green Star ambassador has given me another channel to promote the environmental cause. I hope my fans base in Singapore can be motivated to adopt green habits, which, no matter how small, can move Singapore towards a more sustainable future,” said former MTV VJ Utt Panichkul.

**** END OF MEDIA RELEASE****



Singapore
Environment
Council

ABOUT THE SINGAPORE ENVIRONMENT COUNCIL

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-profit and non-government organisation (NGO). We influence thinking on sustainability issues and coordinate environmental efforts in Singapore. We are also an approved charity and offer tax exemption to donors.

SEC continuously engages all sectors of the community by formulating and executing a range of holistic programmes, such as the Singapore Environmental Achievement Awards, Asian Environmental Journalism Awards, School Green Awards, Green Champions, Singapore Green Labelling Scheme, Project: Eco-Office, Project: Eco-Shop and Project: F&B. In addition, we build a pool of committed volunteers under our Earth Helpers programme.

The SEC has also incorporated a new Training & Education arm to provide the people, public and private sectors with the opportunity to develop awareness, knowledge, skills and tools in order to protect and improve our environment for a sustainable future.

Strong partnerships with corporations, government agencies and other NGOs are valued by us. These partnerships are vital for sustaining our programmes, leading to positive action and change. Over the years, SEC has given strength and direction to the environmental movement in Singapore.

[@SECSingapore](https://twitter.com/SECSingapore)

[SingaporeEnvironmentCouncil](https://www.facebook.com/SingaporeEnvironmentCouncil)

[SECSingapore](https://www.youtube.com/SECSingapore)



ABOUT ENVISION

ENVision started off as an exercise to engage participants from NGOs, schools, youths, private and public sectors, and the community to provide their feedback and vision for the future of Singapore's environment. Stakeholder consultations were held from February to April 2014. The inputs gathered from participants were put together into a Visioning Statement

(http://www.sec.org.sg/ENVision/files/ENVision_Statement_19_May_2014.pdf) which was presented to the Ministry of Environment and Water Resources (MEWR) on 27 May 2014 for incorporation into the Sustainable Singapore Blueprint 2015.

Since then, SEC has been spreading awareness about Singapore's environmental challenges by leveraging several platforms (social media, print and online) using the key values of Care, Ownership and Responsibility identified during the dialogue sessions to guide its approach.

A series of videos and ads were launched across multiple media channels in October and November 2014 to spread awareness to the masses about the current environmental challenges Singapore faces.

For more information about ENVision, please visit www.sec.org.sg/ENVision.



ABOUT THE NORTH WEST COMMUNITY DEVELOPMENT COUNCIL

Established on 24 November 2001, the North West Community Development Council (CDC) initiates, plans and manages community programmes to promote community bonding and social cohesion. Being closer to the ground, the CDC will be more attuned and responsive to the specific needs of our communities.

We strive to align our activities and efforts with our three key strategic thrusts:

(a) Assisting the needy

To help the less fortunate through local assistance schemes

(b) Bonding the people

To bond the community through projects & programmes to bring them closer to one another

(c) Connecting the community

To develop strategic partnerships with corporate and community partners to better serve our residents

The North West District comprises Holland-Bukit Timah GRC, Nee Soon GRC, Sembawang GRC and Bukit Panjang SMC.



ABOUT BEAM ARTISTES

Beam Artistes is Singapore's premier talent agency, proudly representing a superb range of established celebrity names alongside promising up-and-coming new talent, whether as actors, hosts, music performers and/or models across the entire spectrum of the entertainment industry, including motion pictures, television programmes, commercials, endorsements, industrial videos, print work, and events.

Corporate clients' product value have benefited from artistes' engagement as brand ambassadors, bringing a "spark" to clients' marketing and publicity efforts through the artistes' charisma and talent.

Annex A

Utt Panichkul



Over two decades of entertainment experience, former MTV VJ Utt has become a familiar name in Southeast Asia.

Utt's popularity is credited to his range to both host and act. His hosting list includes music, travel, entertainment, the supernatural and more.

The regional artiste is best at handling Live Events and Telecast Shows, having hosted a Live Talent Show, a Live Band Series, and Grandeur Events such as the Asia TV Awards four times, the Mandarin Music Honors, Year End Countdown Shows, F1 races in Singapore for 4 years.

Paul Foster



Paul has been in the entertainment scene for over a decade, having been successful in modelling, acting and hosting. A Singaporean of mixed parentage, the half British, half Chinese artiste is based in Singapore, having also worked all over the region in Thailand, Malaysia, Indonesia, Philippines, China, India and Japan. Being in several realities TV and Variety shows, Paul moved over into modelling and successfully transitioned into acting before gaining more momentum to also enter into the foray of live event and TV hosting, completing the tri-factor of entertainment. In doing so, he has been able to showcase his talent in playing several characters and roles in both TV and Film, but simultaneously being able to portray his true self when it comes to hosting.

Jaymee Ong



Jaymee was signed on to Media Asia by Jackie Chan in 1999 and made her debut appearance on the big screen, in which she co-starred with celebrities such as Nicholas Tse, Daniel Wu, Stephen Fung and Jackie Chan in Gen-X Cops.

The Australian born has also established her career in the modelling industry, where she was spotted by a notable Australian photographer in a chance meeting at a hair salon when she was just 15 years old.

Shane Pow



Shane Pow began his fledgling career in the entertainment industry as a part time presenter for SPH Razortv's sports segment 'Livewire', a programme that covers a wide variety of sports, Shane was required to conduct interviews with the participants. On top of this, he was also given the opportunity to participate in the said various sports with the teams from the different tertiary.

Having established his presence in the scene, Shane has secured roles in up-and-coming Chinese movies and has also taken on challenging characters for numerous local dramas.

Keagan Kang



Born in Perth Western Australia, Keagan Kang began his acting career since he was 18. He studied and trained at Thee Performing Arts College in Perth. With his ferocious intensity and steely focus, he was proved to be a highly regarded artist amongst his peers. He has worked on stage in theatre productions that include Closer, Dealer's Choice, Macbeth, Romeo & Juliet, Twelfth Night, Wit, A Perfect Ganesh, Bent, Carmen, The Student Prince and Rosencrantz & Guildenstern Are Dead.

Keagan Kang was nominated for Best Actor at the 22nd West Australian Screen Awards for his role in Making Of A Dead Guy.

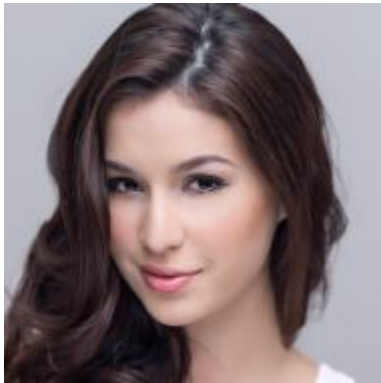
Yvette King



The Korean-Australian TV presenter with FOX International Channels anchors Fox Sports Central, the LIVE flagship newscast of Fox Sports Asia. Yvette also co-hosts Singha Football Crazy, which airs weekly on Fox Sports.

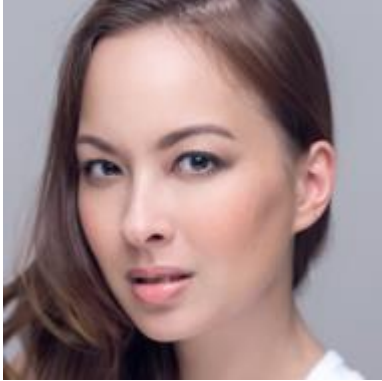
Yvette was named as one of Harper's Bazaar's most stylish women of the year in December 2013 and has appeared in advertisements for TANGS, Subaru, Malaysia Tourism, Lipton Ice Tea. Aside from her busy hosting schedule, Yvette chronicles her style on www.yvetteking.com and has contributed for Marie France Asia and Thai Airways.

Sonya Davison



Born in Bangkok, fun-loving and down-to-earth city girl, Sonya Davison, embodies the best traits of her native land. Sonya spent her childhood globetrotting around Asia, when she called cities as diverse as Bangkok, Sydney, Bali, Kuala Lumpur, London and Singapore, home. The diversity of her home cities is also reflected in her uniquely exotic Pan-Asian blend - the result of her Chinese/Thai and British parentage. Sonya was raised by her British father and Indonesian stepmother predominantly in Malaysia, where she came to learn and embrace Bahasa Indonesian and her unique heritage. At the tender of age of 15, her mixed ethnicity and hard-working, enthusiastic attitude opened doors to a sudden flourishing career in the modeling industry.

Choy Wan



May Wan



The exuberant and vibrant twins May and Choy made an immediate impact the moment they started their career. The effervescent personalities complimented by their looks have placed the Malaysian born twins in the limelight in their earlier modeling career where they participated in various notable fashion shoots for designer labels such as Marc Jacobs, Furla, Guess, Chopard and Bvlgari. Venturing into the realms of hosting May and Choy's big break came when the twins were offered to join MTV Asia as VJs. During their time with MTV, the twins hosted Double Trouble, in which they interviewed many international stars such as Michael Buble, Craig David, Oasis, Jamie Cullum, Backstreet Boys, Wang Lee Hom and Machi. Their stellar hosting skills in MTV and extensive media exposure have made the twins a familiar face in the region.

Devarajan V.



Devarajan started out as a Classical Singer in 1986 studying music at the Singapore Indian Fine Arts Society till 1998, mostly under the tutelage of Vidwan Yogam Santhanam. He performed as a Classical Karnatic Singer at a multitude of National and Local Cultural Festivals and Radio Programs from 1987. He was invited to join the Singapore Indian Orchestra at the age of 16 in 1996 and performed at many National Events. His first Solo Concert was at the age of 18 in Singapore.

He started to develop an interest in acting and joined the Theatre of Fire in 1997 under the tutelage of renowned Playright and Director Elangovan. He learnt acting and performed at various theatre plays in Singapore.

Florence Lim



A dancer and a sports person, Florence started ballet at the age of 5 and later took up hiphop in her university days. Being exposed to the two extreme ends of dance, she is also a competitive school team representative in badminton and track. A versatile woman who can be very graceful in her dance but tough in her sports.

Florence started out as a child model at age 9 but stopped to focus on her education. She later stepped back into the industry in her university days under the encouragement of her family and friends where she was given more opportunities in print ads and TV commercial. She has appeared in the posters for Milo, New Balance, Nestle and advertisements for Mama Lemon as well as the recent TV commercial for Money Max.



ABOUT GREEN LIVING @ NORTH WEST

Green Living @ North West is a green movement launched in the North West district on 8 November 2009.

It is driven by a 10-year district Eco Plan which aims to:

- Build a green culture by cultivating a green lifestyle through education
- Increase green ownership by encouraging every individual to get involved, spread the word and stay informed
- Achieve environmental sustainability

It also serves to provide an identity and platform to engender a “green” sense of pride and belonging for the North West District.

Supported by five pillars, the Eco Plan aims to permeate its programmes throughout the constituencies in the North West District.

S/N	PILLARS	OBJECTIVES
1	3Rs	3Rs pillar aims to educate the public on the importance of reduce, reuse and recycle. This pillar also educates them on recyclable and non-recyclable items.
2	CLEAN Everyday	CLEAN Everyday pillar aims to keep North West District clean, hygienic and litter-free. It also focuses on personal hygiene.
3	CLEAN Toilets	CLEAN Toilets pillar aims to improve the standard of cleanliness and hygiene of public toilets.
4	Fight Climate Change	Fight Climate Change pillar aims to reduce our carbon footprint through the sharing of energy efficient tips to residents to encourage them to do their part to fight climate change by taking a few simple steps to reduce their electricity consumption.
5	LEAD _{engue}	Lead Everyone Against Dengue (LEAD _{engue}) pillar aims to highlight the importance of each individual’s participation in taking preventive measures to keep dengue in check.