
IMMEDIATE MEDIA RELEASE

Joy of Giving in Turbulent Times

Children lead the Christmas celebrations at Amara Hotels & Resorts this year

Singapore, 23rd December 2008 - This Christmas season, Santa Claus has arrived in Amara Sanctuary Resort Sentosa to meet 50 children from the Family Life Centre (FLC), a non-profit organization that works with families who are financially needy. These children are the beneficiaries since FLC started its “Family First Wellness Programme” in 2000.

For some of these children, it is their first time stepping onto this famous beach retreat called Sentosa, not to mention being on the grounds of a hotel.

Amara Sanctuary Resort Sentosa was where Santa Claus met up with these 50 energetic children in an organized tea party. FLC has partnered Amara Sanctuary this year to provide them with a “Dream Christmas” experience.

Weeks earlier, each child was given a “wish card”, where they wrote their dream gift for this Christmas. All 50 cards were then collected and adorned on a Christmas tree that stood in the lobby of Amara Sanctuary. Since the beginning of December, guests and staff were encouraged to participate in this charity drive by purchasing the cards as their contribution towards these children’s gifts.

Despite current economic uncertainties, these “wish cards” were quickly snapped up and an entire collection of children’s presents was prepared for an afternoon’s Christmas celebrations.

“For many of these children, they have never been to Sentosa and they were especially excited when they found out where they would be going to a Christmas party. We are thrilled to be partnering Amara Sanctuary to share the festive joy with these families and help fulfill the Christmas dreams of these children.” said Mr David Kan, Executive Director and co-founder of FLC.

As the children arrived in sunny Sentosa, the staff of Amara Sanctuary engaged them in an afternoon of fun-filled activities such as musical chairs and a karaoke session of “Santa Claus is coming to town”, “Jingle Bell Rock” and many more.

Amara Singapore Hotel
165 Tanjong Pagar Road
Singapore 088539



7 years old Annisa was grinning from ear to ear as she received her Christmas present of a “Strawberry Shortcake schoolbag”. “I love the popcorn and ice cream”, she exclaimed gleefully as she sang and danced with her friends that afternoon.

Down at Amara Singapore, the merry celebrations rang to the sounds of the St Alphonsus Choir of St Michael’s Church. Accompanied by 20 children, guests in Amara Singapore were treated to the melodious harmony of classic Christmas carols.

As the guests watched the children sing to the catchy tunes of the holiday season, they cannot help but smile and realize that amidst these turbulent financial times, the joy and happiness derived from giving are essentially priceless.

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About Family Life Centre

Family Life Centre (FLC), registered as a charity under the Charities Act, 1994, is a non-profit Voluntary Welfare Organisation (VWO). It is set up since 1996, committed to enrich and empower the lives of the community by meeting the physical, emotional and psychological needs, and in so doing, extend their services in the region and beyond.

FLC is also appointed as the Family Life Ambassador (FLA), whose responsibilities are to heighten the awareness of Family Life Education and make it more accessible to the community. In the year 2002, they were a full affiliate member of National Council of Social Service (NCSS), a national coordinating umbrella body for over 200 welfare organisations in Singapore who works in close partnership with the VWOs, the community, the private sector and the government.

About Amara Hotels & Resorts

Amara Hotels & Resorts owns and manages properties globally. Headquartered in Singapore, Amara believes in the delivery of excellent service. Guests can expect to be presented with a unique and individual experience throughout its properties around the world. Through paying attention to all details of their guests’ experience, Amara promises to host them with warmth and passion, hallmarks of the quintessential Asian hospitality presented by Amara Hotels & Resorts.

About Amara Singapore

Amara Singapore is a 380-room business hotel located within Singapore’s Central Business District. Amara Singapore showcases special touches such as a minimalist themed lobby, an exclusive Club Floor with personalised butler services, and a contemporary Balinese-style resort pool. Guests will also enjoy an exquisite dining

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experience through the hotel's collection of iconic, chic restaurants and bars: *Silk Road, Thanying, Element, Café Oriental, Santaro Fine Dining, Hyang-to-Gol, Hue Restobar, and Alphabet Bar.*

About Amara Sanctuary Resort Sentosa

Amara Sanctuary Resort Sentosa is a luxurious, contemporary 121-room resort nestled within Sentosa's popular Palawan beach. An oasis of lush verdure, guests will experience peace and tranquility as they step away from the hustle and bustle of Singapore's city life. The resort blends colonial architecture, modern design and fine-dining establishments: *Shutters, SiBon, Silk Road of the Sea, Thanying and Upper Tiers Bar*, all set within a tropical panorama.

For more information on the hotel, visit www.amarahotels.com

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