

MEDIA RELEASE

To News Editors

SAFRA EARTH HOUR: ENDANGERED ANIMALS BROUGHT TO LIFE THROUGH RECYCLED MATERIALS AT SAFRA CLUBS

Over 100 NSmen and their families joined in the “green” fun as their recycling efforts to collect materials were transformed into creative animal art installations on Earth Hour, 19 March 2016.

Titled “SAFRA Earth Hour: Art, Renewed”, the conservation project aims to raise awareness of the danger of these animals’ living environments, which are affected by the way we dispose our materials.

The project is part of the Community Arts and Culture Nodes (CACN) partnership between the National Arts Council (NAC) and SAFRA. The CACN is a network of island-wide community nodes that bring people together to participate and enjoy the arts in various neighbourhoods. NSmen and their families were encouraged to collect recyclable materials such as cardboard boxes, plastic containers, bottles, magazines and brochures, and deposit them at allocated recycling areas at all five SAFRA Clubs.

Six eco-artists Catherine Chong, Debbie Chua, Didier Ng, Karen Mitchell, Rene Ong and Zhao Jian Wen used the recyclable materials to create the animal art installation project which featured five endangered animals placed at different SAFRA Clubs. The five animal art installations feature ‘Aquatic Animals’ at SAFRA Toa Payoh, ‘Primates’ at SAFRA Mount Faber, ‘Rhinoceros’ at SAFRA Jurong, ‘Elephants’ at SAFRA Yishun and ‘Tigers’ at SAFRA Tampines.

NSmen and their families also had a part to play in making decorative pieces that went on to form part of the animal art installations. Through workshops held at selected SAFRA Clubs, the eco-artists taught NSmen and their families recycling methods to turn their collected materials to decorative pieces.

Ms Kris Ho, Deputy CEO, Operations, SAFRA said: “By working with NAC and utilising arts, SAFRA engaged NSmen and their families through the many green upcycling activities to do their part for the environment. NSmen also had the opportunity to bond with their children as they impart the green message. We hope this project encourages these children to reuse and recycle old materials and put them into greater, greener use.”

Added Ms Chua Ai Liang, Director of Arts & Communities, NAC: “This project has been a wonderful opportunity to encourage people from across the community to get together, and produce thought-provoking recycled art pieces on an issue that needs to be urgently addressed. Through this creative arts project, we hope to share the impact of recycling on the environment, and give families a chance for hands-on fun with the arts.”

The animal art installations will be on display from 19 March to 18 April 2016, after which they will be sent to a recycling plant.

The remaining recyclable materials were passed to 800 Super Waste Management Pte Ltd, one of the four licensed public waste collectors appointed by the National Environment Agency.

Besides the recycling drive, SAFRA also switched off the lights for an hour from 8.30pm – 9.30pm at all clubs during Earth Hour.

Please refer to **Annex A** for images of the animal art installations at SAFRA Clubs.

About SAFRA National Service Association

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence. SAFRA currently has a network of five clubs conveniently located in Jurong, Mount Faber, Tampines, Toa Payoh and Yishun, with its sixth club slated to open in Punggol in April 2016. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 350,000 members and their families.

About the National Arts Council

The National Arts Council champions the arts in Singapore. By nurturing creative excellence and supporting broad audience engagement, we want to develop a distinctive global city for the arts. With a nod to tradition and an eye to the future, we cultivate accomplished artists and vibrant companies. Our support for the arts is comprehensive – from grants and partnerships to industry facilitation and arts housing. The Council welcomes greater private and corporate giving to and through the arts so that together we can make the arts an integral part of everyone’s lives. For more information on the Council’s mission and plans, please visit www.nac.gov.sg.

Images of the Animal Art Installations at SAFRA Clubs



Aquatic Animal art installation at SAFRA Toa Payoh



Primate art installation at SAFRA Mount Faber



Elephant art installation at SAFRA Yishun



Rhinoceros art installation at SAFRA Jurong



Tiger art installation at SAFRA Tampines