



## Press Release

[www.rwsentosa.com](http://www.rwsentosa.com)

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### Resorts World at Sentosa boosts marine conservation efforts with the launch of RWS Marine Life Fund and a shark fin free menu

Singapore, 29 May 2008 – Resorts World at Sentosa (RWS) today launched a fund to sponsor research, education and conservation efforts related to marine life, to further the marine conservation cause. The RWS Marine Life Fund will disburse up to S\$100,000 each year in 2008 and 2009; and up to S\$1 million each year from 2010 when the Resort opens.

To encourage and cultivate an interest for the oceans, besides researchers and NGOs, the Fund is also open to schoolchildren. 25 per cent of this Fund will be set aside for kids working on school projects related to marine conservation. There is no cap on the applied funding, and projects could span anything from fieldwork to classroom models. All applications will be assessed by a RWS committee which oversees the Fund, and for applications for funding above \$20,000, an independent reviewer will be included in the assessment.

Reinforcing this commitment to marine conservation and research, the Resort also announced that shark fin will not be offered on the menus of banquets and restaurants throughout the Resort. Instead, alternatives to this traditional Asian delicacy, often served at celebratory and wedding dinners, will be made available. RWS is taking this step in the belief that the consumption of shark fin is currently unsustainable due to the declining shark population and growing demand for shark fin.

RWS's Communications Head Krist Boo, who oversees the project, said, "We hope to see some good applications for the Marine Life Fund. What's exciting for us is that this fund is not

reserved only for established conservation groups, but it has a pocket solely devoted to kids. We hope it will encourage children to learn about the ocean, and to love it. The online application process is easy for all.

“As for shark fin, we are taking it off the menu because being a landmark project in Asia, we believe we can make a difference. There are communities that have consumed shark meat and fins for generations and we respect that. What we are advocating is an end to mass consumption patterns that appear unsustainable for the shark population. We are fortunate to have WildAid and ACRES, two very respected conservation groups, as partners on this cause.”

Mr Peter Knights, Executive Director of WildAid, headquartered in San Francisco, said, “Just as with action to stem global warming, it is vital that corporations and the public take the lead, as government action is invariably too little too late. By eating alternatives consumers can help to save sharks and protect our oceans and we applaud Resorts World at Sentosa’s lead on this.”

Mr Louis Ng, Executive Director of Singapore-based ACRES (Animal Concerns Research and Education Society), said, “ACRES applauds RWS for leaving shark fin soup off their menu and we urge the public to support this progressive move. We certainly hope that other companies and restaurants follow RWS’s example which will undoubtedly make a difference for the world’s remaining sharks.”

The new initiatives launched today are an extension of the Resort’s conservation efforts. In 2006, RWS undertook the initiative to relocate corals and other marine life around the northern coastline affected by reclamation works that were carried out as part of the Resort’s construction. To preserve a part of Singapore’s natural marine heritage, the affected corals were moved to the Southern Islands, and are now thriving in their new homes.

Application procedures for the RWS Marine Life Fund are available at [www.rwsentosa.com](http://www.rwsentosa.com)

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### **About Resorts World at Sentosa**

Stated to be one of the world's most exciting family destinations, Resorts World at Sentosa is a collection of resorts and attractions with a plethora of fun-filled offerings for the entire family.

Taking pride of place on Singapore's resort island of Sentosa and spanning 49 hectares, this S\$6 billion mega-resort will be home to Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium and the region's first integrated destination spa.

The resort also boasts some 1,800 rooms, spread across its six hotels of varying themes, with full conference and meeting amenities. Topping the list are Maxims Residences, Hotel Michael and Singapore's very own Hard Rock Hotel.

Beyond resorts and attractions, world-class entertainment such as the Crane Dance – a spectacular multi-media moving art with cleverly choreographed animatronic cranes, set out at the waterfront – will also be presented to the public.

A 1,700-seat theatre will feature a magical dreamlike extravaganza with water, light and visual effects, alongside retail and dining options at the Festive Walk with roving acts and street performances at the Bull Ring.

Indeed, come 2010, Resorts World at Sentosa looks set to welcome 15 million visitors. It will be a place that Singapore can proudly call its own.

### **About WildAid**

WildAid is an international conservation organization dedicated to reducing the demand for endangered and threatened wildlife products (see [ww.wildaid.org](http://www.wildaid.org)) WildAid's shark campaign is designed to improve management of shark fisheries, end the practice of "shark finning" and to reduce consumption of shark fin soup to sustainable levels.

### **About Acres**

ACRES is a local charity and Institution of Public Character, founded by Singaporeans in 2001, with a main aim of fostering respect and compassion for all animals. It has embarked on numerous projects to improve the welfare of captive animals and protect wild animals throughout Asia. Tackling the illegal wildlife trade has been a major focus in recent years.

ACRES has created much-needed awareness on animal protection issues through extensive educational outreach efforts. It strongly promotes community involvement in addressing animal protection issues, and thousands of individuals have volunteered with ACRES to make the world a better place for animals. It currently has more than 12,000 individuals on its supporter database.

### **Media contacts**

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