



PRESS RELEASE

Golden Village Multiplex “Say Yes to Giving this Christmas” charity tie up with Assisi Hospice

9 December 2008 – Golden Village Multiplex is spreading the joy of Christmas and the spirit of giving to the patients of the Assisi Hospice. “Say Yes to Giving this Christmas” aims to raise funds for the Assisi children, those who suffer from cancer or other life-limiting illnesses via an online charity initiative and a premiere gala charity screening on 16 December of YES MAN, starring Jim Carrey.

For the first time, GV will be embarking on a Christmas charity drive via their website to grant special Christmas movie wishes to the lives of three Assisi children between the ages of four to eight. All three children who are suffering from cancer will have their individual wishes and profiles featured on the GV website. The public and patrons of GV are encouraged to send in their well-wishes to each of these kids, making this a great way of reaching out to the less fortunate during the festive season. All three children will emerge as winners no matter how many wishes they will receive. In addition, Golden Village will also grant the wish of one lucky well wisher.

Little ones Pheadra Sim, Ivan Wong and Kenneth Wong, who are four, six and eight respectively, were especially chosen by the Assisi Hospice for their strength and courage despite their condition for this online competition. All three expressed their excitement to be part of this unique online outreach no matter who would end up the winner. “I’m really looking forward to Christmas and I can’t wait to use my movie prize for a fun movie screening with the rest of my family and friends!” said Kenneth.

A gala charity screening of YES MAN will be specially held on 16 December at GV VivoCity with one of the hall’s proceeds going to the Assisi Hospice. Each ticket is priced at \$38. The movie theme of YES MAN is also appropriate as Jim Carrey plays a man whose life is transformed in amazing and unexpected ways by his positive outlook to embracing life. It is hoped that more than S\$5,000 will be raised for Assisi Hospice to bring the festive cheer, hope and joy to these children and their families. Tickets can be purchased from the GV website www.gv.com.sg



YES MAN stars Jim Carrey as Carl Allen, a guy whose life is going nowhere—the operative word being “no”—until he signs up for a self-help program based on one simple covenant: say “yes” to everything...and anything. Unleashing the power of “YES” begins to transform Carl’s life in amazing and unexpected ways, getting him promoted at work and opening the door to a new romance. But his willingness to embrace every opportunity might just become too much of a good thing. “Yes Man” opens in Singapore 18 December.

About Assisi Hospice

Established in 1969, Assisi Hospice is a recognized charity founded by the Franciscan Missionaries of the Divine Motherhood Catholic Sisters. Our work is very much dependent on public donations to finance our patient care and services. We are here for all, regardless of their financial status, age, race & religion respecting their faith, culture & values.

In 2007, Assisi Hospice reached out to 1,070 adults & 122 children (total: 1,192 patients) with cancer or other life-limiting illnesses. Our Integrated Palliative & Hospice Care Program assures patients of dignity and comfort under our In-Patient, Home Care and Day Centre services.

The sum needed to run the Integrated Palliative & Hospice Care Program is in the region of \$6 million. Every dollar donated to Assisi Hospice is maximized to provide compassionate care to those who have to deal daily with the struggles and pain that a terminal illness brings. Our support extends to their family members as well, who suffer alongside them.

As a registered charity with IPC status, all donations to Assisi Hospice will receive double the value in tax-deductions. For more information on Assisi Hospice, you can log on to www.assisihospice.org.sg or email geraldine@assisihospice.org.sg.



About Golden Village Multiplex

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 9 multiplexes housing 73 screens: Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, and its latest, biggest 15-plex flagship VivoCity. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema to personalize the movie-going experience through its Golden Village Movie Club program. Golden Village was the prime mover in the introduction of multiplex to Asia. The company's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, the company and circuit has a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience.

Film distribution arm Golden Village Pictures Pte Ltd releases an average of 80 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and HAPPY FEET to international arthouse hits like THE MOTORCYCLE DIARIES and SUPER SIZE ME. Golden Village constantly aims to raise the bar in everything that it does so as to offer patrons a memorable experience at the cinemas.

(www.gv.com.sg)

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