



FOR IMMEDIATE RELEASE

Hearty Adventures Await: Dive into the Pulse of Singapore at Heartlands Festival 2023

Celebrate the Community with Lucky Draws, Quests and Adventures Galore



Singapore, 1 December 2023 – The **Heartlands Festival 2023**, Singapore's annual celebration of the heartlands, is set to return from 1 December 2023 to 31 January 2024. Taking on the theme “**Celebrating the Community**”, this year’s Heartlands Festival will see a renewed focus on connecting with younger generations, sustaining placemaking efforts and enhancing community bonds.

Launched in 2021, the Heartlands Festival is organised by Heartland Enterprise Centre Singapore (HECS) and supported by The Federation of Merchants’ Associations, Singapore (FMAS), Enterprise Singapore (EnterpriseSG), Housing & Development Board (HDB), and People’s Association (PA). With the goal of fostering community engagement across generations, the festival invites all to participate in thrilling activities like the **Heartlands Festival Lucky Draw**, **Heartlands Quest**, and **Heartlands Odyssey**.

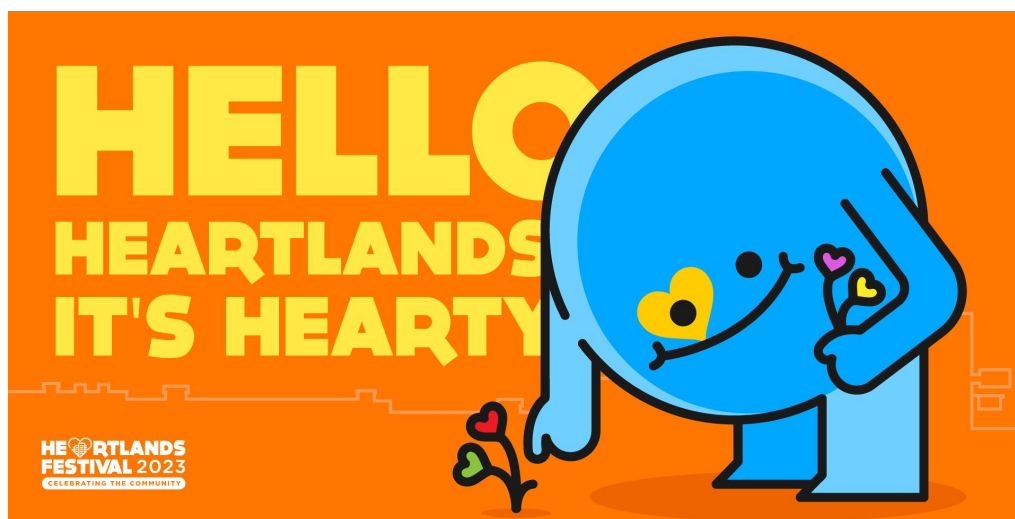
In the face of evolving challenges, this year’s celebration holds a significant meaning, fostering a renewed appreciation for the heartlands and the sense of community they provide. Beyond serving as mere hubs for goods and services, our heartlands embody the enduring *kampung* spirit, creating spaces where residents connect and build meaningful bonds. Actively preserving

this community essence, the Heartlands Festival unites everyone, strengthening community ties through collective efforts – a powerful testament to the resilience and community spirit that define our heartlands, underscoring the importance of coming together in celebration.

Mr Yeo Hiang Meng, Chairman and Managing Director of HECS and President of FMAS, said, “The Heartlands Festival is an annual celebration deeply rooted in our commitment to local communities, showcasing and enhancing the vibrancy of our heartlands. This year's theme, 'Celebrating the Community,' builds upon past successes, emphasising dedication to uniting generations, amplifying merchant voices, and reinforcing community bonds. As we continue our community journey, we support businesses in hyperlocal activities across Singapore, showcasing adaptability and community spirit, while cultivating inclusive spaces where both young and old meet, fostering a profound sense of belonging in our heartlands and ensuring resilience in our ever-evolving environment.”

Mr Andy Hoon Kee Kiong, Director of HECS and Vice-President of FMAS, adds, “As we gear up for the Heartlands Festival 2023, I invite everyone to embark on a journey of rediscovery through our exciting lineups. Heartland Quest empowers participants to explore their neighbourhoods or venture into new grounds during their free time. This quest is designed to be not just an event but a personal adventure, fostering a deeper connection with the heartlands. Do check out our calendar of events, actively participate, and connect with the local businesses that make our heartlands truly special.”

The Quest of Hearty: Take to the Heartlands with Hearty



Heartlands Festival 2023 will be introducing its mascot and quest master, ‘**Hearty**’ – a heartland friend for all ages. A friendly and unifying character who embodies the spirit of the heartlands, Hearty will invite individuals to ‘**The Quest of Hearty**’, a gamified exploration to rediscover

neighbourhoods, connect with the community and celebrate the heartlands that have shaped generations after generations.

Just as the heartlands provide a sense of comfort and stability, Hearty mirrors these qualities. Clad in a calming hue of blue, Hearty echoes the tranquillity found within these bustling communities, reflecting the serene comfort the heartlands offer amid urban life's hustle and bustle. Adorned with a subtle yet captivating heart-shaped accent, Hearty symbolises the festival's spirit, embracing the heart and soul of Singapore's heartlands.

Heartlands Festival Lucky Draw: Level Up Your Savviness



The banner features a blue cartoon character named Hearty on the left, wearing sunglasses and holding a shopping bag. The main text reads 'HEARTLANDS FESTIVAL LUCKY DRAW' with the dates '1 Dec 2023 - 31 Jan 2024'. Below this, it says 'Win big when you spend in the heartlands!*' with a note '*With a minimum spend of \$10 in the heartlands'. A QR code is provided with the text 'Scan here for steps to win'. On the right, three prize boxes are shown: '2ND PRIZE \$7788 IN CASH & PRIZES', 'GRAND PRIZE \$9988 IN CASH & PRIZES', and '3RD PRIZE \$5588 IN CASH & PRIZES'. Below these is a 'WEEKLY DRAW' section stating 'Three winners will be selected every week to receive \$400 in cash & prizes!'. The bottom of the banner lists various sponsors and partners, including HECS, Singapore, and several banks and retailers.

Experience a dip of luck and elevate the festive spirit by participating in the Heartlands Festival Lucky Draw. From 1 December 2023 to 31 January 2024, heartlanders will have a chance to become a savvy heartland spender and win cash and prizes worth **up to \$9,988** with a minimum spend of \$10.

Now in its third consecutive year, to boost community participation and offer support to the heartlands merchants, the Heartlands Festival Lucky Draw will host weekly draws every Friday, from 8 December 2023 to 27 January 2024 with prizes worth up to \$400. The Grand Draw happening on 31 January 2024, will roll out cash prizes of up to \$9,988 and 10 consolation winners can bag prizes worth up to \$488.

To enter the lucky draw, one has to simply make a minimum purchase of \$10 in a single receipt, scan a photo of your receipt or take a screenshot of your digital transaction, and submit it through the lucky draw form on the Heartlands Festival Lucky Draw website [here](#). Boost those chances by opting for e-payment methods, or triple the odds by using NETS Contactless.

More details on Heartlands Festival Lucky Draw can be found in Appendix A: Activities.

Heartlands Quest: Level Up Your Exploration Skills



The Heartlands Quest invites all heartlanders to explore both their own neighbourhoods and those beyond, with Hearty as their trusty companion. This two-month activation stands as a celebration of the unique charms of the heartlands and a tribute to the local businesses.

Taking place from 1 December 2023 to 31 January 2024, heartlanders can hone their exploration skills and navigate around Singapore, stepping out of their comfort zones to discover unsung heroes who have breathed life into the heartlands. Take on quests by simply scanning the QR codes to unlock interactive quizzes, accumulate points and receive attractive rewards, all while indulging in a bit of shopping, and show extra love to heartland businesses.

More details on Heartlands Quests can be found in Appendix A: Activities.

Heartlands Odyssey: Level Up Your Adventure



Hearty challenges all with the Heartlands Odyssey, featuring themed races in five vibrant neighbourhoods: Toa Payoh, Upper Boon Keng, Chong Pang, Bukit Gombak, and Serangoon North. More than just a competition, participants are invited for a cultural exploration, reconnecting with the heartlands and uncovering their stories and culture.

From 2 December 2023 to 20 January 2024, participants of all ages can team up and dive into the city's unique neighbourhoods through clues, activities and missions. Race against time as Hearty puts your teamwork, wits, speed and agility to the test, exploring historical landmarks, travelling back in time, discovering new tastes in local cuisine, and immersing in heartwarming cultural experiences that reflect the rich essence of the community.

More details on Heartlands Odyssey can be found in Appendix A: Activities.

A Sensory Exploration

Heartlands Festival has partnered with the **National Heritage Board** to offer an array of captivating heritage trails and exhibitions. Embark on a journey with Hearty to delve into the captivating stories of Singapore's neighbourhoods. Uncover the rich history of areas like Boon Lay and Jurong East, spot iconic landmarks and learn about their evolution and transformation.

Take this heartland adventure to the next level with a series of curated exhibitions that celebrate Singapore's cultural tapestry and heritage. Explore Singapore's deep love affair with food and the nation's rich culinary traditions, and revise the nation's defining moments from its earliest beginnings to the independent, modern city-state it is today.

In addition to these offerings, don't miss out on hyperlocal activities organised by Merchants' and Hawkers' Associations. From 2 December to 3 December 2023, enjoy a family fun-filled day at Katong Joo-Chiat Community Bazaar, organised by Katong-Joo Chiat Business Association, featuring stalls offering delectable food and drinks. Keat Hong 253 Merchants Association will also host a Christmas Fair from 25 December to 29 December 2023, with craft activities, light-ups, food bazaar and shopping rewards to be won in the neighbourhood.

Look forward to exciting activities by Singapore Toa Payoh Central Merchants' Association after their kickoff at the Heartlands Odyssey race on December 2, including light-ups, night bazaar, spin & win and more.

More details can be found in Appendix A: Activities.

Join us as communities unite through cultural discovery, engaging challenges, and a heartwarming celebration of our local identity. Get ready for an unforgettable experience that goes beyond the ordinary, unfolding the heart and soul of Singapore's neighbourhoods.

Stay tuned for more exciting updates and additional lineup unveilings! Follow Heartlands Festival's [Instagram](#), [Facebook](#) and [website](#) for the latest information and surprises.

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About Heartlands Festival

Heartlands Festival returns for its third edition from 1 December 2023 to 31 January 2024. This year under the banner of 'Celebrating the Community', the festival is shining light on Singapore's heartlands as a treasure trove of vibrant neighbourhoods that have shaped the nation's identity, showcasing the rich diversity, inclusivity, and authenticity that make us who we are.

Through a myriad of experiences, the festival journeys into the heart and soul of Singapore. It seeks to pay tribute to the unsung heroes of our heartlands and illuminate the spirit of community, where residents of all walks and ages of life can partake in activities that resonate with them.

The Heartlands Festival is organised by the Heartland Enterprise Centre Singapore (HECS), supported by The Federation of Merchants' Associations, Singapore (FMAS), Enterprise Singapore (EnterpriseSG) and Housing & Development Board (HDB).

About Heartland Enterprise Centre Singapore (HECS)

HECS is dedicated to championing the rejuvenation of heartland town centres and businesses. HECS works closely with merchant associations to tailor their enterprise transformation efforts, workforce upgrading programmes and place-making activities. HECS is a wholly-owned subsidiary of The Federation of Merchants' Associations, Singapore and supported by Enterprise Singapore. For more information, please visit <https://hecs.com.sg/>

About The Federation of Merchants' Associations, Singapore (FMAS)

Registered as an association in 1989, The Federation of Merchants' Associations, Singapore (FMAS) is a non-profit organisation formed to represent the interests of heartland merchants, hawkers and wet market stall operators; as well as act as the bridge between the government agencies and our 60 merchant and hawker association members till date. For more information, please visit <https://fmas.org.sg/>

About Enterprise Singapore (EnterpriseSG)

Enterprise Singapore is the government agency championing enterprise development. The agency works with committed companies to build capabilities, innovate and internationalise. It also supports the growth of Singapore as a hub for global trading and startups, and builds trust in Singapore's products and services through quality and standards. For more information, please visit <https://www.enterprisesg.gov.sg/>

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Appendix A: Activities

Activity	Mechanics										
<p>Heartlands Festival Lucky Draw (1 December 2023 to 31 January 2024)</p>	<p>Rules:</p> <ol style="list-style-type: none"> 1. Spend a minimum of \$10 at participating merchants to participate in the lucky draw. 2. Snap a photo of your receipt or take a screenshot of your digital transaction 3. Submit your receipt through the lucky draw form on the Heartlands Festival Lucky Draw website 4. Every submission automatically gives you a chance at the grand lucky draw! E-payment transactions will also be awarded an additional (+1) chance. Winners from the weekly draw will be announced here, and on Instagram (@heyheartlands) 5. Scan the QR code for entry instructions – found at participating merchants, on printed collaterals and Digital Out-of-Home (DOOH) 6. From 1 December 2023 - 31 January 2024, all general NETS payments, including NETS card, NETS QR via bank apps, and NETS FlashPay, are processed with a +1 chance opportunity, consistent with other digital payment methods 7. From 24 January 2024, NETS contactless payments will be eligible for a double chance +2 <p>Prize Announcement:</p> <ul style="list-style-type: none"> • Weekly Prizes (Runs every Friday, from 8 December 2023 to 27 January 2024): Three lucky winners will walk away with cash and prizes worth up to \$400 • Grand Prizes (Announced on 31 January 2024): <ul style="list-style-type: none"> ○ GRAND Prize: Cash and uDiva 3 Smart Sofa worth \$9,988 ○ 2nd Prize: Cash and Smart DIY Massage Chair worth \$7,788 ○ 3rd Prize: uRoller X-Sports Vibrating Foam Roller + uCozy X-Sports Neck & Shoulder Massager worth \$5,588 ○ 10 consolation winners to win prizes worth up to \$488 										
<p>Heartlands Quest (1 December 2023 to 31 January 2024)</p>	<p>Rules:</p> <ol style="list-style-type: none"> 1. Participants can visit the Heartlands website to scan for registration. Upon registration, participants will receive and download the digital map to earn digital stamps. 2. Participants can visit the participating merchants and scan the QR codes displayed. 3. After scanning the QR code, they will be presented with a short video or story about the merchant. 4. Upon completion of watching the video or reading the short story, a short trivia MCQ will appear about the merchant. 5. Upon answering the question correctly, users will receive a stamp along with the respective points from the different merchants on their digital stamp card. 6. If they answer incorrectly, they can scan the QR code again and try again. 7. Out of the 30 merchants, there will be 5 special QR codes with bonus points. 8. For every milestone hit, participants will receive rewards. 9. At the end of the heartlands quest, the top 100 on the leaderboard based on points collected will receive a prize. <p>Milestones:</p> <table border="1" data-bbox="407 1480 1490 1703"> <tr> <td data-bbox="407 1480 678 1703"> <p>Tier 1: Community Explorer Criteria: 300 points collected Prize: Free bubble tea from I-Tea</p> </td> <td data-bbox="678 1480 950 1703"> <p>Tier 2: Heartlands Enthusiast Criteria: 600 points collected Prize: Free scoop of gelato</p> </td> <td data-bbox="950 1480 1221 1703"> <p>Tier 3: Heartlands Ambassador Criteria: 1200 points Prize: Exclusive Heartlands Festival Merchandise</p> </td> <td data-bbox="1221 1480 1490 1703"> <p>Tier 4: Heartlands Explorer Criteria: 3500 points Prize: Sponsored Items Package</p> </td> </tr> </table> <p>Point System:</p> <table border="1" data-bbox="407 1759 1490 1871"> <thead> <tr> <th data-bbox="407 1759 773 1816">Type of Merchant</th> <th data-bbox="773 1759 1133 1816">Points</th> <th data-bbox="1133 1759 1490 1816">Bonus Points</th> </tr> </thead> <tbody> <tr> <td data-bbox="407 1816 773 1871">BBT/Beverage</td> <td data-bbox="773 1816 1133 1871">80</td> <td data-bbox="1133 1816 1490 1871"></td> </tr> </tbody> </table>	<p>Tier 1: Community Explorer Criteria: 300 points collected Prize: Free bubble tea from I-Tea</p>	<p>Tier 2: Heartlands Enthusiast Criteria: 600 points collected Prize: Free scoop of gelato</p>	<p>Tier 3: Heartlands Ambassador Criteria: 1200 points Prize: Exclusive Heartlands Festival Merchandise</p>	<p>Tier 4: Heartlands Explorer Criteria: 3500 points Prize: Sponsored Items Package</p>	Type of Merchant	Points	Bonus Points	BBT/Beverage	80	
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Type of Merchant	Points	Bonus Points									
BBT/Beverage	80										

Cafes/Artisanal/Dessert eateries	90	
Others (Pet shop, bicycle shop)	100	
TCM	150	
Bakery	200	
Plants retail	250	
Arts and craft	300	
Workshops/classes	350	+30
Gold smith	400	+30
Optical shops	450	+30
Non-merchant (locations around the heartlands)	600	

Heartlands Odyssey	<p>How to Join:</p> <ul style="list-style-type: none"> • Sign up via typeform on the website, register by at least 3 days prior to the race date • Participants will be shortlisted through typeform, confirmation will be sent via email <hello@heartlandsfestival.com> <p>What to Bring:</p> <ul style="list-style-type: none"> • Backpack • Water bottle + snacks • Comfortable shoes • Sun Protection + Weather-appropriate clothing • Sunglasses • Google/Apple Maps installed on mobiles • Powerbank <p>Race Dates, Location and what to expect:</p> <ul style="list-style-type: none"> • <i>Toa Payoh: 2 December, 4:00PM-7:00PM</i> <ul style="list-style-type: none"> ○ Discover the charm of Toa Payoh, where the past meets the present. Race through iconic HDB landscapes and explore the neighbourhood's history. It's a nostalgic journey through the heartlands of Singapore. • <i>Upper Boon Keng: 17 December, 10:30AM-1:00PM</i> <ul style="list-style-type: none"> ○ Upper Boon Keng is a food lover's paradise. Race through diverse hawker stalls and restaurants, savouring the culinary delights of this vibrant neighbourhood. It's a feast for the taste buds! • <i>Chong Pang: 6 January, 4:30PM-7:00PM</i> <ul style="list-style-type: none"> ○ Chong Pang is a cultural haven, where racers can dive into the rich traditions of Singapore. From vibrant festivals to historic sites, it's a journey into the heart of local heritage and culture. • <i>Bukit Gombak: 13 January, 10:30AM-1:00PM</i> <ul style="list-style-type: none"> ○ Bukit Gombak offers both a nature challenge and a taste of the kampung (village) spirit. Racers will explore lush trails and experience the warmth of community living as they conquer the challenges. • <i>Serangoon North: 20 January, 10:30AM-1:00PM</i> <ul style="list-style-type: none"> ○ Serangoon North: Pet's Paradise Serangoon North is a pet lover's dream come true. This leg of the race is all about furry friends and animal adventures. From pet cafes to parks, it's a paradise for animal enthusiasts.
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A Sensory Exploration
(1 December 2023 to 31
January 2024)

Experience the unifying power of music as the performers fill the streets with electrifying live entertainment, from 1 December 2023 to 31 January 2024 at various neighbourhoods including Serangoon North and Upper Boon Keng. Sing along and revel in this jubilant moment. For more information, please visit the [website](#).

A jointed effort by Merchants' and Hawkers' Association, Joo Chiat Community Club Management Committees and Katong-Joo Chiat Business Association will be hosting the Katong Joo-Chiat Community Bazaar, from 2 December to 3 December, 10AM to 9PM – a family fun-filled day featuring stalls offering delectable food and drinks. Experience the festive season as Keat Hong 253 Merchants Association will also organise a Christmas Event from 25 December to 29 December 2023, with craft activities, light-ups, food bazaar and shopping rewards to be won in the neighbourhood.

With every \$40 spent, spin to win supermarket, spa & wellness or hair vouchers. Double your luck this year-end by entering the social media contest, where participants will snap and win attractive prizes.

In addition, Singapore Toa Payoh Central Merchants Association is organising a Spin & Win, Light up Ceremony and Getai Performance on 23 December from 4:30PM to 7PM. The public can also join in the fun with the Grab Your Fortune machine on 20 January 2024 from 4:30PM to 7PM. For more information on Merchants' and Hawkers' Association activities, please visit the [website](#).

Heartlands Festival has partnered with the National Heritage Board (NHB) to offer co-hosted experience, with an array of captivating heritage trails and exhibitions.

National Heritage Board (NHB) trails

Explore these trails to uncover the rich cultural and historical aspects of Singapore. If you're interested in delving into Singapore's heritage, whether through nature walks, urban explorations, or thematic historical journeys. They offer you an opportunity to experience the diverse stories and cultural heritage that define our city and its neighbourhoods. Check out the online companion guides found in the webpages of the respective trails, or you could write to NHB_Feedback@nhb.gov.sg to request to personally pick up hard copies of the guides (subject to availability).

National Heritage Board (NHB) Exhibitions

Take your Heartland adventure to the next level with a series of curated exhibitions that celebrate Singapore's cultural tapestry and heritage. Explore Singapore's deep love affair with food and the nation's rich culinary traditions, and revisit the nation's defining moments from its earliest beginnings to the independent, modern city-state it is today.

- 1) **Deliciously Singaporean @ Boon Lay Shopping Centre:** showcases Singapore's street food history and culinary achievements through photographs, artifacts, and interactive stations, celebrating Singapore's love for food and culinary achievements.
- 2) **Singapore Snapshots @ J-Canopy:** showcases the island's 700-year history, capturing its defining moments, challenges, and achievements, adapted from the National Museum of Singapore's Singapore History Gallery.

For more information, please visit the [website](#).

Appendix B: Merchants for Heartlands Quest

Merchants/Addresses	About/Mechanics
North East	
Denzy Gelato 684 Hougang Ave 8, #01-953, Singapore 530684	Awarded the title of "Singapore's Best Gelato" by the Dessert association Singapore. Denzy's products are now served in over a hundred retail establishments across our sunny island. Points: 90
Slappy Cakes 418 Northshore Dr, #01-11 Northshore, Plaza II, S820418	With built-in griddles at each table, the make-your-own (MYO) dining concept allows diners to create their own pancakes. Diners can craft their own designs and watch their imagination come to life at Slappy Cakes, liberating the creative potential of the young and the young at heart. Slappy Cakes in Singapore has been awarded "Best in Hands-On Kids Cooking Experience", "Best of Best Family-Friendly Restaurant", and "Best Dessert Awards" by Parents World. Points: 90
Charlie's by Rise & Grind 377 Hougang St 32, B1-15 Hougang Rivercourt, S530377	Charlie's specialises in grilling up some of the most mouth-watering halal steaks, chicken chops, burgers, and pasta dishes in town. The menu is a homage to the timeless classics of western cuisine, prepared with a modern twist and a dedication to using only the freshest and highest quality ingredients. Points: 95
Puffs and Peaks 866A Tampines Street 83, #03-03 Central Community Complex, S521866	Puffs and Peaks is a neighbourhood bakery opened by a mother and daughter duo. They gained traction for their signature brioche doughnuts, amongst other homely bakes, made without any preservatives. Points: 200
Yenji Clay Craft 681 Punggol Dr., #05-07, Singapore 820681	Yenji Clay Craft provides various clay craft classes for everyone including ad hoc and structured classes for adults and workshops for companies and parties. Yenji Clay Craft sells a wide range of clay craft products and material. There are different colours of air-dry clay which is safe and fun to be used by everyone at all ages. Points: 350
North West	
RetroCade Block 166 Woodlands Street 13, S730166	RetroCade offers workshops to build your own arcade machine from scratch. Every step of assembly can be done with only a screwdriver needed, making the workshop accessible to all age groups. <i>*prior appointment is needed if they want to experience the activity*</i> Points: 350
La Cosecha 678A Woodlands Avenue 6 #01-18 Admiralty Place Singapore 731678	La Cosecha Wine Shop's biggest dream is to provide world class Spanish wines at affordable prices to all Singaporeans. Hence, their motto is Wine Is For Everyone. Points: 100

<p>Just ants</p> <p>928 Yishun Central 1 #01-143, S760928</p>	<p>Just Ants is Singapore's first and only physical ant keeping store. The store was founded in September of 2019. They started off as a husband and wife team, armed with a fervent love and passion for the little creatures; Ants.</p> <p>Points: 100</p>
<p>Bakery Brera & Fine Foods Pte Ltd</p> <p>8 Empress Rd, #01-05, S260008</p>	<p>As a community bakery, Brera is committed in social responsibility, championing joint community projects, supporting green effort, mental health persons, student internship program & mission work.</p> <p>They have a community pledge, 'Let's Be Inclusive', where they practise inclusiveness and hire people with disabilities.</p> <p>Points: 200</p>
<p>Wan Siang TCM</p> <p>133 Canberra Vw, B1-09/10 Canberra Plaza, S750133</p>	<p>Since 2008, Wan Siang Traditional Medical Hall has been serving the neighbourhood with TCM services, offering premium traditional herbs to the customer. They are a second generation TCM retail shop with in-house physicians. Passionate about TCM and natural remedies, they hope to share their knowledge with more mind-like people!</p> <p>Points: 150</p>
<p>Central</p>	
<p>Tea Dojo</p> <p>107 Toa Payoh Lorong 1 #01-254 S310107</p>	<p>Tea Dojo sells healthy bubble tea. The owners have been constantly exploring new flavours using natural and healthier ingredients. They use healthier sugar, "L-Arabinose", in their tea – a compound that inhibits sugar absorption by the human body.</p> <p>Points: 80</p>
<p>Gem Story</p> <p>231 Bain St, Bras Basah #01-73 S180231</p>	<p>Gem Story is proud to be the first crystals and gems sanctuary in Singapore. Gem Story Singapore isn't your average crystals shop – it's a sanctuary of positive energy and holistic wellness.</p> <p>What sets them apart is their unwavering commitment to bridging the gap between gems and well-being, offering one an experience that goes beyond crystals.</p> <p>Points: 100</p>
<p>Carv Butchery</p> <p>206 Toa Payoh North, #01-1221, S310206</p>	<p>Carv Butchery was established by 3 women in 2021 to empower home cooks to become home chefs. Their core products are quality fresh meat, cheese and butter to complement their meat.</p> <p>As there are many who do not know how to cook or lack time, they have ready to cook items and pre-marinated meat such as Thai Basil Chicken, and Tom Yam Chicken Thigh.</p> <p>Points: 400</p>
<p>Wheniwasfour</p> <p>231 Bain St, #04-41, S18023</p>	<p>WHENIWASFOUR is a Singapore-based design studio and label that creates local-flavoured lifestyle products. With a goal of appreciating and embracing day-to-day life's quintessentials and imperfections, wheniwasfour emphasises on simplicity in every creation. Drawing inspiration from the littlest things in life, our products are created with detail and designed with infinite possibilities in mind.</p> <p>Wheniwasfour aims to represent the Singaporean demographic that enjoys a slow and balanced lifestyle.</p> <p>Points: 100</p>

<p>Evershine Optics</p> <p>177 Toa Payoh Central, #01-156, S310177</p>	<p>Evershine Optics was founded in 1971, making it one of the oldest Optical shops in Singapore.</p> <p>They are also the only optical shop in Toa Payoh with a highly qualified graduate optometrist from the University of NSW Sydney.</p> <p>Points: 450</p>
<p>South West</p>	
<p>BeadtleSweet</p> <p>131 Jurong Gateway Rd #04-249 S600131</p>	<p>They offer more than 600 jewellery and craft workshops. Their core instructors come from different walks of life and have decades of experience across the craft industry, such as Fashion Jewellery Making, Decoupage, Mixed Media, Resin, Crochet, Metal Smithing, Paper Quilling, and Nagomi Art.</p> <p>They are a one stop paradise for a wide variety of craft products such as jewellery parts, crystals, beads, pearls and more.</p> <p>Points: 300</p>
<p>Ban Soon Sewing</p> <p>431 Clementi Avenue 3, #01-328, S120431</p>	<p>For those looking to pick up a needle and thread, Ban Soon Sewing can help with your foray into sewing. There's a myriad of options in the shop for all budgets, ranging from brand new machines, second-hand ones, and even rentals.</p> <p>Points: 100</p>
<p>Heng Foh Tong</p> <p>274 Bukit Batok East Ave 4 #01-92, S650274</p>	<p>Founded in 1957, Heng Foh Tong is one of the first mom-and-pop TCM stores in Singapore to digitise and evolve its business. From their humble beginnings in the heartlands, this is what Heng Foh Tong is about: a family dedicated to the art of Traditional Chinese Medicine, fired by a cherished love for the people around us.</p> <p>This has spurred their desire to craft the very best Traditional Chinese remedies, nourishing and nursing every person that comes their way.</p> <p>Points: 150</p>
<p>Hundred Acre Creamery</p> <p>109 Clementi Street 11, #01-37, S120109</p>	<p>Hundred Acre Creamery is passionate about making fresh gelato from quality ingredients with no artificial flavouring or colouring used.</p> <p>They adore the meaning of the "Winnie the Pooh" story and were inspired by the similarities between this story and ice cream, as both celebrate pure joy, true happiness and companionship, regardless of age and time. Therefore, they decided to name The shop Hundred Acre Creamery referencing "Hundred Acre Woods" in the story.</p> <p>Points: 90</p>
<p>Fit Bloc</p> <p>108 Depot Rd, #02-01, S100108</p>	<p>fit • bloc is a lifestyle gym dedicated to more than just climbing, boasting a wide array of facilities and services across 2 outlets. Their Depot Heights outlet offers a more boulder-focused experience with the addition of a dedicated kids area, to spark the interest of budding young climbers.</p> <p>Centred around fulfilling all one's fitness and lifestyle needs, their aim is to enrich our #fitblofam with an all-encompassing experience — building bonds, encouraging growth, and inspiring strength.</p> <p>Points: 250</p>
<p>Playmade</p> <p>108 Depot Road, #01-03,</p>	<p>Since its establishment in 2017, PlayMade has captivated the hearts of tea enthusiasts in Singapore with their commitment to using only the freshest ingredients.</p>

S100108	<p>Their handcrafted bubble tea has become a beloved destination for those seeking imaginative and flavourful tea creations. Without the use of additives or preservatives, their pearls exemplify freshness and create an environment for customers to witness the creation of their drinks.</p> <p>Points: 80</p>
South East	
<p>Kooks Creamery</p> <p>218 Bedok North Street 1, #01-19, S460218</p>	<p>Kooks Creamery specialises in creating artisan ice cream and molten lava cookies. With their passion in the craft, every creation is hand-crafted in small detail.</p> <p>Points: 90</p>
<p>Zenn Audio</p> <p>292 Bedok Road Bedok Shopping Complex, S46944</p>	<p>Zenn Audio is a record store that has been around since the 90's. They have about 10,000 records for sale in store, most of which are albums of music from the 80's. Besides the sales of vinyl records, record players or turntables, sound systems are also available for sale.</p> <p>Points: 100</p>
<p>Generation Coffee</p> <p>216 Bedok North Street 1 #01-32 S460216</p>	<p>Started by two self-taught baristas, this hipster kopi stall started out at Tekka Centre and has expanded to two other hawker centres since.</p> <p>Take your pick from the usual coffeeshop fare of kopi or teh. Known to bridge the gap between traditional kopi and specialty coffee, the barista outfit offers these caffeinated beverages that won't break the bank.</p> <p>Points: 80</p>

Appendix C: Sponsors

Presenting Sponsors	<ul style="list-style-type: none"> ● DBS Bank Limited ● Network for Electronic Transfers (NETS) ● Gala Food Pte Ltd ● Venus Beauty
Prestige Sponsors	<ul style="list-style-type: none"> ● First Com Academy
Supporting Sponsors	<ul style="list-style-type: none"> ● Bee Choo Origin ● myCK ● OSIM
Community Sponsors	<ul style="list-style-type: none"> ● Freshening Industries