



News Release

17 April 2010

READY, GET SET, GO GREEN! YOUTHS CELEBRATE EARTH DAY BY COVERING 2,300KM USING GREEN TRANSPORT VIA THE CDL E-GENERATION CHALLENGE

In celebration of Earth Day this year, City Developments Limited (CDL) has initiated the inaugural CDL E-Generation Challenge today, an eco-themed “*Amazing Race*” style national competition targeted at the youths. By utilising an eco-tainment platform in the form of a fun green rally, this Competition is aimed at helping to raise the level of eco-consciousness amongst the youths in Singapore.

In the course of this Competition, each team of 12 participants (aged between 15 and 25) are divided into 3 sub-groups namely “*Sun Seekers*”, “*Sand Steppers*” and “*Street Stompers*”. As the names suggest, the 4 participants in each sub-group would need to have good motor skills for the outdoors, brawn and brains that test their physical prowess as well as knowledge and dexterity respectively in order to tackle their route challenges. Each sub-group is tasked to fulfill a different set of eco-challenges which comes in the form of brain teasers, physical tasks, quizzes and activities, that are not only fun but showcases a range of environmental-related issues including resource conservation, climate change and action. Some 260 youths forming 22 teams are participating.

Green Transportation is the theme for this inaugural Competition. All travel during the Competition is designed to be eco-friendly and each team would cover approximately 105km (totaling about 2,300km for all 22 teams). Beyond moving on foot and public transport, CDL has included innovative electric and hybrid forms of transporters in the Competition as an important message that our choice of transportation has a significant impact on our environment. Therefore, the event partners are innovators of green transporters in Singapore like GoGreen Holdings Private Limited (Segway and Sanyo Eneloop e-Bikes), The Green Car Company Pte. Ltd. (electric car model NO More Gas (NMG)), Greenlots (Electric Scooters) and Hybrid Motors Pte. Ltd. (Prius and Estima hybrid cars from Toyota and the Insight hybrid cars from Honda). CDL is honoured to have the support of organisations including Singapore Polytechnic, Environmental Challenge Organisation (Singapore), Singapore Motor Sports Association as well as CDL’s own City Square Mall (CSM), Singapore’s first-eco mall. The Competition is also supported by National Environment Agency and Clean and Green Singapore.

“As transportation accounts for the second largest carbon dioxide emissions in Singapore, CDL feels that it is important to focus our inaugural CDL E-Generation Challenge on green modes of transportation to showcase innovative transporters currently available to help engage the interest of our youth and it is with hope that they will be inspired to make the green choice today and tomorrow,” said Ms Esther An, Head of Corporate Social Responsibility, Deputy General Manager (Corporate Affairs), CDL.

Teams will be flagged off at Singapore Polytechnic at 8.00am with the end point at CSM at 1.30pm. Participants and the community-at-large will also enjoy a programme of green exhibits, games and eco-quizzes at the CSM Fountain Square and City Green.

The “greenest” teams will walk away with \$1,800 as the 1st prize, \$1,200 for the 2nd prize and \$600 for the 3rd prize. All participants will receive goodie bags.

This inaugural Competition reinforces CDL’s sustained efforts toward youth development and environmental outreach in Singapore.

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