



MEDIA RELEASE

Thousands of regional ferry passengers at SCC's Tanah Merah Terminal can participate in WWF's 'Say No to Shark's Fin' campaign

- *Special road show timed during upcoming festive season to tell marine travellers about shark conservation*
- *Launches SCC's marine conservation partnership with WWF through promoting responsible tourism*

Singapore, 20 January 2012 - Singapore Cruise Centre (SCC) and World Wide Fund for Nature Singapore (WWF) have kicked off their newly-formed marine conservation partnership with WWF's 'Say No to Shark's Fin' campaign which is gaining ground among Singapore consumers.

The campaign is expected to reach out to thousands of regional ferry passengers travelling daily to and from Bintan, Batam and Malaysia at the Tanah Merah Ferry Terminal through a special road show by WWF starting tomorrow.

The road show will take place every weekend (8 am – 5.30 pm) starting January 21 to February 12. Visitors to the road show can commit to ‘saying no to shark’s fin’ by signing on an over-sized cut-out of a shark body and will also read about conserving the Coral Triangle in a giant story book. The WWF Seafood Guide will be given out, and those who donate to WWF will also receive New Year red packets. WWF representatives will also be on-hand to brief visitors on shark conservation.

The SCC–WWF partnership to ‘Save the Seas’ which was first announced in November 2011, is geared to reach out to almost five million passengers at SCC’s cruise and regional ferry terminals in Singapore. This joint event, timed to take advantage of the holiday season marks the first step in a sustainability journey that will see SCC integrate green practices into its port operating and management business

Ms Christina Siaw, SCC’s CEO, said: “We’re excited that our recently forged partnership with WWF is now translated into the first of many joint events to educate the public on marine conservation. Timed to take advantage of the lunar new year holiday season, this marks our commitment to promote responsible tourism through giving maritime travellers – whether for leisure or business – greater ownership in helping to protect the natural beauty and resources of the seas they ply in.”

With more hotels, restaurant groups and supermarkets coming forth to stop serving and selling sharks fin, this event is a well-timed opportunity to directly engage consumers. Ms Carine Seror, WWF Singapore’s Director of Corporate Engagement said : “We’re delighted that we’ve been able to work so quickly with the SCC to launch this road show. ‘Say No to Sharks Fin’ is part of our overall campaign to raise awareness on the importance of conserving the Coral Triangle, and what better place to roll it out than at a regional marine gateway that’ll reach out to both locals and regional tourists alike.”

The End

About Singapore Cruise Centre Pte Ltd

The Singapore Cruise Centre Pte Ltd was corporatised in 2003 and manages the award-winning cruise terminal and three ferry terminals in Singapore. Our experience in ferry and cruise terminal operation and management is well-sought after by overseas ports. This is in line with our vision to be the world's leading cruise and ferry operator and international partner of choice in overseas cruise and ferry terminal management and consultancy. SCC announced its sponsorship of WWF's Save the Seas programme at its 20th Anniversary celebrations in November 2012 as a Platinum Member of WWF Singapore's Business Alliance for Sustainability .

For more information, please visit: www.singaporecruise.com

About World Wide Fund for Nature (WWF) Singapore

WWF – World Wide Fund for Nature, is one of the world's largest and most respected independent conservation organizations, with almost five million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the Planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

For more information, please visit www.wwf.sg

For media queries, please contact:

Catherine Ong Associates in Singapore

Catherine Ong	cath@catherineong.com	+65 6327 6088
Christina Stanley	christina@catherineong.com	+65 9835 3500