



## Media Invitation

## Embargoed Till Release

### China One Celebrates its 8th Birthday with Two Joyous Sports-inspired Events on 21 November 2012

*China One to endorse Ms Yu Mengyu, the rising star of Singapore National Table Tennis Women's team, and to auction "The Three Queens", Singapore Table Tennis Association's First Sports Memorabilia – an autographed bat and group photo featuring Olympians, Feng Tianwei, Li Jiawei, and Wang Yuegu.*

In celebration of its eighth anniversary on 21 November 2012, China One – a leading sports bar and club in Clarke Quay – will sign an endorsement deal with STTA to endorse **Ms Yu Mengyu**, the young rising star from the Singapore National Table Tennis Women's team, and initiate an eight-week campaign to auction "**The Three Queens**", the first sports memorabilia authorised by Singapore Table Tennis Association (STTA)

"The iconic and relentless fighting spirit of STTA, who won Singapore a place in the Olympics since 1962, inspired China One to punch above its weight to, someday, win our place on the global podium in the highly-competitive F&B and entertainment world," explains Mr Tony Tan, Managing Director of China One, on the rationale of China One's tie-up with STTA. Sponsorships by home-grown corporate brands signify Singaporeans' confidence and belief in the vibrant future of sports in Singapore.

"The STTA believes that our star athletes can add value and credibility to any organization or product as a hired spokesperson. And our celebrity endorsements will help to raise awareness, generate more media publicity coverage and attract we hope to successfully encourage more local corporations to support Singapore table tennis. And I would also like to thank China One for its support to Singapore Table Tennis and its commitment in raising funds for our youth development programmes through the auction of "The Three Queens" Memorabilia," says Er. Dr. Lee Bee Wah, Member of Parliament for Nee Soon GRC & President of STTA.



"The Three Queens", The First Sports Memorabilia by STTA

The memorabilia is beautifully encapsulated in a glass showcase and elegantly fitted with a golden frame, this one-of-a-kind collectible named, "**The Three Queens**", comprises one table tennis paddle and one group photo (with the Singapore Olympians standing proud and tall on the podium during the award ceremony at the London Summer Olympics in 2012) autographed by the same three Singapore National Table Tennis players and Olympians, Feng Tianwei, Li Jiawei and Wang Yuegu.

"**The Three Queens**" with a reserve bid of S\$8,000 will be on display in China One from 21 November 2012 to 16 January 2013. Collectors and corporations who would like to own and share this glorious moment of Singapore's sporting history can place their bids at China One in Clarke Quay personally before 17 January 2013. Live bid updates will be announced via China One's app and Facebook page throughout the eight weeks.

All sales proceeds of “**The Three Queens**” will go to Singapore Table Tennis Association’s youth development programmes.

**We would like to cordially invite you and your photographer to the event on Wednesday, 21 November 2012 at 8pm at China One.**

**China One**

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**Event: China One's 8th Anniversary – Programme**

**Date: Wednesday, 21 November 2012**

Estimated Time	Programme Highlights
6:30pm	Dragon dance with LED lights, starting from Fullerton/Clifford Quay, with Marina Bay Sands as a background, before the dragon dancers board a bumboat and head to Clarke Quay, arriving at China One to bring wealth and good fortune.
6:30pm onwards	Free-flow drinks and buffet dinner commence - (6:30pm** guests will start arriving at this time)
7:50pm	Dance performance (Mosaic Dance – West Coast Swing)
8:00pm	Arrival of Guest Of Honour, Er. Dr. Lee Bee Wah, Member of Parliament for Nee Soon GRC & President of STTA, VIPs & guests
8:05pm	Speech from Mr Tony Tan, Managing Director, China One
8:10pm	Announcement of China One’s sports sponsorship with STTA
8:15pm	Speech from Er, Dr. Lee
8:25pm	China One & STTA’s official endorsement signing ceremony
8:35pm	Auction announcement of STTA’s first Olympic memorabilia, <b>The Three Queens</b> , from 21 Nov 2012 to 16 Jan 2013.
8:40pm	Presentation of token of appreciation to Yu Mengyu and Er.Dr. Lee
8:50pm	China One’s App Launch: Video montage of China One’s journey for the past 8 years
8:55pm	Launch of China One’s own app
9:00pm	Ceremonial Activities & Awards
9:05pm	Champagne toast to everyone with Thank You speech from China One
9:15pm	Best dressed award to be given according to the theme China One: Lucky 8 in the Dragon Year
9:25pm	Interactive Games
9:30pm	Performance by resident bands (TABULA) / End of party