



KINGSMEN JOINS SINGAPORE 2010 YOUTH OLYMPIC GAMES AS OFFICIAL EVENTS MANAGEMENT SERVICES SPONSOR

Singapore, 18 February 2010 – Kingsmen Creatives Ltd has joined the Singapore 2010 Youth Olympic Games as its Official Events Management Services Sponsor. The company is providing consultancy services to the Singapore Youth Olympic Games Organising Committee (SYOGOC) for venue planning sessions and preparing the drawings, plans and detailed specifications for overlay works at the sport competition venues as well as Culture and Education Programme sites.

Welcoming Kingsmen on board, Mr GOH Kee Nguan, Chief Executive Officer of SYOGOC said, “The Singapore 2010 Youth Olympic Games is an international multi-sport competition taking place in multiple venues. There is a need for us to ensure quality events management through venue planning, and accurate drawing is critical in ensuring that space usage at the venues is fully utilised. I am confident we will benefit from the expertise and experience that Kingsmen has to offer to the Games as the Official Events Management Services Sponsor.”

Commenting on Kingsmen’s sponsorship for the inaugural Youth Olympic Games, Mr Benedict Soh, Executive Chairman of Kingsmen, said: “We are indeed honoured to come onboard as a supporting partner to this milestone event. As a home-grown company, we are committed to Singapore and its development, even as we continue to expand our geographical reach into the region. Our sponsorship is thus a natural step towards our continued support for Singapore and for a worthy programme that promotes the spirit of competition, fairness and teamwork. These same values have stood us in good stead over the past 34 years.”

In addition, Kingsmen will develop and produce information panels and signage, as well as provide advertising space on the large format Out-of-Home digital screen at the newly-opened Wilkie Edge at Selegie Road.



From left: Mr Goh Kee Nguan, CEO, SYOGOC and Mr Benedict Soh, Executive Chairman, Kingsmen Creatives Ltd

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