

THE FULLERTON HOTEL SINGAPORE PARTNERS MALAYSIA SINGAPORE VINTAGE CAR REGISTER AND EVENT COMPANY HUSTLE & BUSTLE FOR THE ANNUAL NATIONAL DAY CHARITY CLASSIC CAR DRIVE

Delivering cheer and warmth to the community as Singapore celebrates its 55th birthday



SINGAPORE, 6 August 2020 - Aligned with this year's National Day theme, "Together, A Stronger Singapore", The Fullerton Hotel Singapore has partnered with the Malaysia Singapore Vintage Car Register (MSVCR) and event company Hustle & Bustle to organise its annual National Day Charity Classic Car Drive.

Fullerton staff and volunteers from the participating organisations will deliver nutritious bento meals prepared by Fullerton chefs to 300 beneficiaries of WeCare @ Marine Parade, a network that aims to help vulnerable residents in the neighbourhood. Dr Tan See Leng, (Minister, Prime Minister's Office, Second Minister for Trade and Industry & Second Minister for Manpower, and Member of Parliament for Marine Parade GRC), will also join in to distribute the food to the beneficiaries.

"Amid the challenging times during this National Day season, we want to remember what our Lion spirit represents: the strength to uplift others and the spirit of generosity to share and care. Through this collaborative effort, we want to reach out to the wider community to spread



the cheer,” said Cavaliere Giovanni Viterale, General Manager of The Fullerton Hotels and Resorts.

Previous editions of the charity car drive saw elderly and youths from various beneficiaries being chauffeured and taken on a once-in-a-lifetime exhilarating convoy drive in a variety of rare, vintage cars driven by MSVCR members, before ending the evening at The Fullerton Hotel Singapore where they were treated to front-row seats to watch the fireworks display.

This year, amid social distancing regulations and with National Day celebrations being brought to the heartlands, The Fullerton Hotel Singapore, MSVCR and Hustle & Bustle want to do their part to bring the celebratory atmosphere to the beneficiaries instead. Volunteers will distribute the Fullerton bento meals to the beneficiaries in a convoy of classic cars, with the flag-off beginning at The Fullerton Hotel Singapore—a National Monument which symbolises Singapore’s progress and transformation since the early 20th century—right in time for the evening broadcast of the National Day festivities.

“Giving back is important, so we were very keen to take part when we heard about this partnership with The Fullerton Hotel Singapore and Hustle & Bustle. As a club, and as individuals, we know these are difficult times for many. In whatever capacity we can do to help, we want to do our part,” added Mr David Thomson, Vice President of MSVCR.

Mr Michael Lee, Chief Executive Officer, Hustle & Bustle added, “The annual National Day Charity Classic Car Drive is a meaningful initiative that our organisation has looked forward to contributing to every year, since 2017. Despite today’s challenging circumstances, it is more important than ever that we continue to contribute and uplift the community wherever possible.”

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For images, please access the Dropbox link [here](#).



ABOUT THE FULLERTON HOTEL SINGAPORE

The magnificent Fullerton Building is a grand neoclassical landmark built in 1928. Gazetted in December 2015 as a National Monument, it was once home to Singapore's General Post Office, the Exchange Room and the prestigious Singapore Club. For nearly a century, it played a pivotal role in Singapore's rich history. Today, The Fullerton Hotel Singapore has been transformed into a stunning 400-room heritage hotel in Singapore. The Fullerton Hotel Singapore is carefully designed to provide both business and leisure travellers with a sanctuary of serenity and comfort. Located in the heart of the financial and arts districts, the hotel blends rich heritage with contemporary style and personalised service to offer guests a world-class accommodation experience. There are three restaurants in the hotel—Town Restaurant presents an international selection; Jade Restaurant serves elegant Cantonese cuisine and The Courtyard offers a leisurely a la carte menu and Afternoon Tea in a sun-lit atrium. Aside from the dining selections, guests can pamper themselves with rejuvenating treatments at The Fullerton Spa. fullertonhotels.com

ABOUT HUSTLE & BUSTLE

Hustle & Bustle is an integrated brand experience group that champions ground-breaking 'firsts'. A one-stop-shop with a complete suite of solutions encompassing branding and digital marketing to technological solutions and virtual/hybrid engagement, they pride themselves on creating impactful memories while catering to their client's needs to deliver outstanding brand experiences.

Having supported many brands across the globe, Hustle & Bustle has produced and executed a series of innovative events such as automotive shows, immersive gala dinners, photography festivals, awards ceremonies, virtual engagements, eco-movements and more. While constantly pushing the boundaries of imagination and exclusivity, Hustle & Bustle stays committed to keeping the well-being of the community at the heart of everything that they do and beyond. hustleandbustle.co

ABOUT MALAYSIA SINGAPORE VINTAGE CAR REGISTER (MSVCR)

The MSVCR is a leading body in the Historic vehicle movement in Singapore and Malaysia representing historic car and bike owners and members. The Club currently has more than 350 members worldwide, and is home to some of the most exquisite vintage pre-war and classic motor cars. It is a foundation member of FIVA (the international Historic vehicle body) representing both Singapore and Malaysia. The club covers all of Peninsula Malaysia and Singapore.

Apart from purely motoring events, the MSVCR also keenly supports charitable and community outreach projects, and has worked with many government and private institutions to make period cars accessible to the masses.