

MEDIA ALERT

YELLOW PAGES LAUNCHES “GOT AN IDEA?” CARNIVAL 2007

AS PART OF 40TH ANNIVERSARY CELEBRATIONS

Creative Solutions by Singaporeans to be Showcased and Awarded at Carnival

Programme Details:

What:	Yellow Pages “Got An Idea?” Carnival 2007
When:	6 – 8 April, 2007 <ul style="list-style-type: none">• 6 April (12 noon to 9pm)• 7 April (11am to 9pm)• 8 April (11am to 8pm)
Where:	Civic Plaza, Ngee Ann City
Event URL:	http://www.yellowpages.com.sg/carnival/

Key Highlights:

- **Yellow Pages Creative Solutions Challenge**

The Challenge offers all Singaporeans a platform to create a solution that can solve on of life’s little everyday problems for schools, work and home. Works by the shortlisted nine finalists will be showcased at the three-day event and judged by a panel comprising Mr Goh Sik Ngee, CEO of Yellow Pages Singapore; Dr Christian Boucharenc, Asst Professor, School of Design and Environment, National University of Singapore, and Ms Elim Chew, Founder & CEO of 77th Street. For details, please visit <http://www.yellowpages.com.sg/awards/>

- **Workshops**

Members of the public can participate in a series of workshops such as Street Magic Workshop, Juggler Workshop and The ‘Merry Mask-A-Teer’ Trail. Online pre-registration is required.

- **Entertainment**

Participants and audience will be entertained by several performances through out the day; illusion magic show, hidden rhythm percussion, face painting, Joylon the Unicyclist, stilt walkers, wiggly wrigglers, fire twirlers. Each evening will end with a spectacular busker parade.

- **Prizes Galore**

Over \$10,000 worth of attractive prizes to be won. The grand prize includes a trip to Japan for two and free passes to Tokyo Disneyland.

Note to Editor:

A “special” gift will be delivered to you as a prelude to the carnival. Event photos are available upon request.