

**WELCOME ADDRESS BY MR ZAINUDIN NORDIN CHAIRMAN,  
ONEPEOPLE.SG AT THE SINGAPORE HERITAGE FEST -  
ORANGE RIBBON CELEBRATIONS FINALE 2011 ON SATURDAY  
23 JULY AT FORT CANNING GREEN**

Good Evening

Guest of Honour, Acting Minister for Community Development, Youth and Sports, Mr Chan Chun Sing

Parliamentary Colleagues

Mr Michael Koh, Chief Executive Officer, National Heritage Board

Distinguished Guests

Ladies and Gentlemen

It is my pleasure to welcome all of you to this year's Orange Ribbon Celebrations Finale.

2 The Orange Ribbon Celebrations is a ground up movement spearheaded by OnePeople, in partnership with the Community Development Councils, Self-Help Groups, People's Association and community stakeholders to promote values of racial and religious harmony.

3 For the first time this year, OnePeople, together with its partners, has joined hands with the National Heritage Board, to organise the Orange Ribbon Celebrations Finale in conjunction with Singapore Heritage Fest. This collaboration serves to bring together our common goal of cherishing and celebrating Singapore's heritage and harmony.

4 The theme for this year's Celebrations, "HOME" brings a meaningful message. Whether you are from a different race or religion, whether, you are born here or have newly arrived, young or old, we all share one thing in common – Singapore - our Home. This is the home where we build our lives and future of our children, treasure memories, and live our hopes and dreams.

5 In the spirit of the Celebrations, we called on people to share what "HOME" means to them through our online photo-blurb competition, called, "What's Your Story?" I am heartened to say the competition drew 1,400 entries, more than double last year, in just over a month. People of all walks, from our children, to our seniors, took part sharing their personal stories. For some, HOME is about the

pride of our pledge, our distinct heritage and euphoric celebrations like what we have today. For others, it is about their neighbours; about the friendships that we have built door to door, with our diverse communities. And yet for some, it is about the simple things, like the bustle of our coffee shops, and richness of our food and festivals. Each had a unique story to tell. Each story told us; Home, is where the heart is.

6 In July, more than 40 community events were held islandwide in conjunction with the Orange Ribbon Celebrations, providing meaningful platforms to appreciate our cultural diversity and get to know one another better.

7 The Orange Ribbon movement has also gained momentum over the years. With strong support from schools, community partners, religious groups, grassroots and corporate organisations, we were able to distribute 100, 000 Orange Ribbons islandwide and attract more than 30,000 people to Orange Ribbon events.

8 Today, we celebrate the spirit of HOME with our local talents in this specially arranged HOME brewed concert, in conjunction with the Singapore Heritage Fest. In fact, this is the first time we are having a concert, to mark our Orange Ribbon Celebrations. And I hear that we are going to have a rolling good time. We also have a lined up a fine evening of multicultural and heritage attractions at our booths. So do take part, make new friends and enjoy yourselves.

9 I hope all of us, as we wear the Orange Ribbon today, will continue to carry the values of respect and understanding throughout our daily lives. Let us make Singapore, a great harmonious home.

10 I would like to take this opportunity to thank the Community Development Councils, People's Association, Self-Help Groups, Ministry of Community Development, Youth and Sports, Ministry of Education and National Heritage Board for joining OnePeople to make this event possible. I would also like to thank Lee Foundation, Public Utilities Board, and Dairy Farm for the generous donations and support. Last but not least, I would like to thank every one of our 300 volunteers who has helped us with this event.

11 I wish you an enjoyable evening ahead. Thank you.