



Singapore, Let's Design a "Mask For The Nation" Together!

Singapore, 24 June 2020 – Flaunt your creative flair to design a "Mask For The Nation", and you could see your artwork worn by thousands to celebrate Singapore's birthday this National Day! Spearheaded by Mediacorp, the nationwide initiative also aims to bring people together in a concerted and inclusive display of unity and solidarity, as Singapore exits the circuit breaker but continues the fight against COVID-19. All proceeds from the sale of the facemasks will go to supporting persons with disabilities.

Members of the public are invited to artistically express what "Singapore Together" means to them by designing face masks based on this theme. Interested participants can download the template from mediacorp.sg/maskforthenation and submit their designs with brief descriptions of their artwork. All entries have to be submitted either via the abovementioned link, or by posting on their individual public Facebook or Instagram pages with the hashtags #MaskForTheNation and #Mediacorp by 3 July 2020.

A total of 55 shortlisted designs will be put to the vote by the nation from 4 to 10 July 2020, and also assessed by a panel of judges based on the following criteria:

- Story of artwork
- Creativity and originality of the design in depicting the theme
- Quality of artistic composition and overall design
- Overall impression of the design

The top three face mask designs will be produced for sale and their creators will receive \$1,000 in cash or prizes. In addition, two lucky voters will also get to win prizes for their participation.

In recognition of the talents and abilities of persons with disabilities, there will also be a specially commissioned design by an artist from the community of persons with disabilities. This is part of SG Enable's i'mable initiative – which aims to celebrate and shine a spotlight on the abilities of persons with special needs – and will be produced alongside the top three designs from the public. Together, these four designs will be printed onto 40,000 reusable face masks, of which 10,000 will be distributed for free to the less privileged and vulnerable groups in the community. The remaining 30,000 will be available for purchase by the general public, with all proceeds from the sale going to the Mediacorp Enable Fund (MEF), a community fund administered by SG Enable.

The MEF aims to help build a society where persons with disabilities are recognised for their abilities and lead full, socially integrated lives. Emeritus Senior Minister Goh Chok Tong is the Patron of the fund, and Mediacorp is the official media partner.

Oliver Chong, Mediacorp's Head of Marketing & Communications, said: "In these unprecedented times, the need for unity and togetherness among Singaporeans is stronger than ever. As Singapore's national media network, we hope to rally the nation to participate in an initiative that is both meaningful and practical. We hope everyone joins us in this worthwhile effort through submitting your designs, voting, buying and wearing the masks, and together, we can be stronger!"

"Mask For The Nation" is presented by Mediacorp in partnership with BYD Care together with main sponsors Shakura and Dorra, and Allianz Insurance Singapore. More details can be found at mediacorp.sg/maskforthenation.

For more information on the MEF, please visit www.mediacorp.sg/mediacorp-enable-fund

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About Mediacorp

Mediacorp is Singapore's largest content creator and national media network, operating six TV channels, 11 radio stations and multiple digital platforms including CNA, Singapore's most used news app, and meWATCH, its digital video platform. Its mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 98% of Singaporeans in four languages weekly and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.

The Mediacorp Partner Network brings Mediacorp together with industry-leading brands like ESPN, Edipresse Media, 99.co and VICE to deliver rich content for consumers and effective solutions for advertisers.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards.

For more information, please visit mediacorp.sg.

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