



Press Release

Youth.SG: The New Face of Youth

Singapore, 25 February - Local web portal Youth.SG is launched today at the Ministry of Social and Family Development by Miss Eunice Olsen, Nominated Member of Parliament. Youth.SG is a first-stop information portal for youth interested in community participation, and a virtual space for young Singaporeans to exchange views, put ideas into action and start their own projects.

The launch sees the introduction of national badminton player, Ronald Susilo, as Youth.SG's Ambassador. Ronald was first featured during the "Guess Who" contest which ran from 1st to 23rd February, which featured him as Youth.SG's Mystery Blogger.

Youth were invited to guess his identity based on clues left in his blog entries on Youth.SG, and a winner has been selected from among the correct entries by lucky draw for the top prize of a 4D/3N travel package for two to Melbourne. Over a thousand entries for "Guess Who?" contest were submitted, with the large majority of guesses correct.

The unveiling of the mystery blogger and the grand draw for the top prize takes place at the Youth.SG launch tonight at the Ministry of Sound. Following the unveiling, Ronald Susilo will continue to promote Youth.SG as its ambassador for 2006. In addition to occasional entries as a celebrity blogger on Youth.SG, Ronald will also be making special guest appearances.

This well-known young badminton player was chosen following a survey of 500 youth. Respondents were asked to name young Singaporeans whom they looked up to, and Ronald was one of the most frequently named personalities. Ronald's status as Youth.SG Ambassador puts a face to the portal, helping youth to identify more closely with Youth.SG and its goal of promoting community participation.

Youth.SG is facilitated by the Ministry of Community Development, Youth and Sports, and developed with the assistance of a project team of youth volunteers. The portal features content and articles by contributors, and was designed by youth. A Design Contest was held in 2005, in which youth were invited to submit designs for Youth.SG, and the winning design was chosen through an online poll of youth. Youth.SG was also developed with the help of elipva Ltd, an enterprise solutions specialist.

About Youth.SG

Youth.SG is a web portal for youth, by youth. Youth.SG serves as a first stop resource for youth interested in community participation, and acts as a virtual space for young Singaporeans who want to exchange views, put ideas into action and start their own projects. Among other things, Youth.SG reports on youth-oriented activities, events and interests, and provides a comprehensive directory of links to youth-related content and resources for youth to start their own community projects.

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