

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**'I am a Giant Panda' Book Launch Kicks Off Month-long "Panda Mania"  
Promotion at One Farrer Hotel & Spa**

**Singapore, 7 October 2015** - One Farrer Hotel & Spa in partnership with Yanua International and Luzerne Pte Ltd, will be showing support for panda conservation, by playing host on Friday 9 October 2015, to a special talk on panda conservation and the launch of an exciting new educational book written and photographed by Dr Zhang Zhihe, Director of the Chengdu Research Base of Giant Panda Breeding in Sichuan, at One Farrer Hotel & Spa's Garden Pavilion.

Dr Zhang is an esteemed biologist, conservation specialist and published author and a pre-eminent authority on giant pandas.

Dr Zhang's new book, 'I am a Giant Panda', joins a list of successful titles by the author. The book follows the fascinating journey of a giant panda's life all the way from birth to maturity and showcases a unique collection of previously unpublished photographs.

During the exclusive talk, the author will discuss global concerns and solutions regarding Giant pandas during a specially created "panda themed" three-course executive lunch by Executive Chef Kong Kok Kiang, for 150 business guests, featuring *Marinated Chicken with Chinese Wine wrapped in Bamboo Leaves Glutinous Rice, Peanut and Homemade Spicy Conpoy in Bamboo Leaves Parcel Peking Duck; Wagyu Beef Tenderloin in Light Chinese Barbecued Sauce, Braised Tendon, Hand Pulled Noodle; Poached Grouper, Crabmeat and Crab Roe Preserved Vegetable, Hand Pulled Noodle; Pandan Macaroon Sandwich.*

Dr Zhang has worked in the conservation sphere for over twenty years, and presently sits on numerous national and provincial level organizations in China. Dr Zhang is also widely recognised as a leading figure in developing collaborative research efforts on giant panda breeding projects between China, the United States, Japan, the United Kingdom, Spain, France and Denmark.

His broad contribution to conservation also includes working daily alongside giant pandas over the last ten years which has been the inspiration for a breathtaking collection of personal photographs. More than just brilliant photography, they reflect his deep passion and love for the giant pandas.



Dr Richard Helfer, Chairman, One Farrer Pte Ltd and Chairman, YANUA International Pte Ltd, shares a personal passion for the plight of giant pandas which is classified as an endangered species by the IUCN (International Union for Conservation of Nature) an organization which helps the world find pragmatic solutions to our most pressing environment and development challenges.

He said, "When I see giant pandas, I never fail to feel gratitude for being able to enjoy these fascinating creatures which have survived eight million years of evolution. We have a duty to our planet and our future generations to help eliminate threats to the survival of giant pandas by ensuring the conservation of these ambassadors of peace.

"I am delighted that we are hosts to the launch of Dr Zhang's new educational book and we now also have the opportunity to promote greater awareness about panda conservation through the hotel and our staff."

One Farrer Hotel & Spa has committed to raise awareness about panda conservation through a series of activities and promotions at the hotel throughout the month of October.

The Hotel kicks off their one-month long promotion around the theme of supporting panda conservation, with the book launch and private lunch today.

In the next few weeks expect to see staff underlining their participation and commitment by wearing panda badges on their uniforms. In-house pastry chef Mr Wong Joon Kit has created a series of panda themed cookies and cakes.

The hotel will also be offering an array of 'Saving Pandas' themed merchandise in Touch and Feel Shop and made available in-room shopping. The retail items include the newly launched 'I am a Giant Panda' book by Dr Zhang Zhi He, Director of Chengdu Research Base of Giant Panda Breeding, Saving Pandas' P-5 (Pandas Five) panda character plushies, USBs, mugs and keychains. There will also be available for purchase, signed limited edition photos by Dr Zhang of Pandas, selected from his latest book.

The interactive mobile game application 'Saving Pandas', featuring P-5 (Pandas Five) overcoming hurdles and enemies to save baby pandas, is also available for download for free on iTunes for a limited time period.

In-house residents and patrons who dine at Escape Restaurant, will receive an additional 15% discount on panda-themed merchandise during the one-month promotion.

Mr Gilbert Madhavan, General Manager of One Farrer Hotel and Spa, shared his thoughts on the hotel's involvement in panda conservation and month long promotion.

'We already sell a lot of panda merchandise to our guests, in fact our 'Saving Pandas' themed plushies are among the top three most popular items in Touch & Feel shop and in-room shopping gallery.'

Said Mr Madhavan. "We know there are less than 2000 pandas left in the world and at One Farrer Hotel and Spa, we want to promote awareness of these delightful creatures and the conservation concerns that surround them. Our activities aim to engage both staff and guests and to encourage a better understanding about what we can do to help ensure the continued survival of giant pandas."

'I am a Giant Panda' book can be purchased at One Farrer Hotel & Spa lobby level Touch & Feel shop and in-room shopping at S\$30 nett each. Other books by Dr Zhang Zhihe include: Unveiling Giant Pandas, Watch Me Grow - Panda, Giant Pandas: Born Survivors and The Story of 51g.

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### **About One Farrer Hotel & Spa**

The iconic beacon in the Farrer Park district, One Farrer Hotel & Spa is located in the middle of a rich heritage and cultural enclave, set amidst new and dynamic developments of the future. A luxury retreat designed for the discerning traveller, this five-star urban resort offers an intuitive approach towards lifestyle and hospitality, with unique and distinct accommodation, F&B, conference and spa offerings.

Nourishing both body and soul, the hotel and its surroundings resonate with notes of serenity with 15 gardens over 20 levels, offering lush greenery, flowing waters and reflective spaces, including a 11,100 sq foot operating urban farm. Further extending our 'Total Lifestyle Environment' is the campus-wide commissioned permanent art collection, featuring more than 700 pieces of original Greater Asia 3D and contemporary art by emerging and established artists from Singapore and around the region, located in each of its accommodations and public areas.

One Farrer Hotel & Spa offers 243 well-appointed rooms within a 'Hotels within a Hotel' concept, comprising of three distinct hotels – Urban Hotel, Loft Apartments and Skyline Hotel & Sky Villas. With Farrer Park MRT station right at its doorstep, the Central Business District, places of interest and the city's main shopping belt are just minutes away. A member of Preferred Hotel & Resorts, One Farrer Hotel & Spa lays the



foundations of the modern Farrer Park.

For more information on One Farrer Hotel & Spa, please visit <http://www.onefarrer.com/>

### **About YANUA International**

YANUA International Pte Ltd is incorporated in Singapore. YANUA's philosophical beliefs are at the heart of the company and can be found in their ventures, both business and social enterprise. They promote a lifestyle based on intrinsic Asian values of interdependence and balance and strive to encourage people to live fuller, more meaningful lives and bring positive change to the world. YANUA is a supporter of the Chengdu Giant Panda Breeding Research Foundation and is committed to furthering panda research at Panda Valley.

More information about YANUA International can be found at [www.yanua.com](http://www.yanua.com).

### **About Luzerne Pte Ltd**

Dedicated to contemporary dining, Luzerne products are the result of state-of-the-art technology, centuries of Chinese artisan craftsmanship and international design sensibilities. With almost 70 years of history and expertise, Luzerne has established itself internationally from its headquarters in Singapore and offices in China, United Kingdom and United States and is represented extensively around the world with a distributor network spanning the Asia Pacific, Middle Eastern, North American, European and African regions.

### **About Chengdu Research Base of Giant Panda Breeding**

The Chengdu Panda Base is a non-profit organization engaged in wildlife research, captive breeding, conservation education, and educational tourism. It is located in Chengdu, Sichuan, People's Republic of China. The base was founded in 1987 with six Giant Pandas rescued from the wild and has grown to 145 Giant Pandas today. Chengdu Panda Base possesses a unique and uncompromising commitment to the conservation of the wild (in situ) population and the healthy growth of the captive (ex situ) population. Its aims are to be a world class research facility, conservation education center and international educational tourism destination.

For more information please visit [www.panda.org.cn](http://www.panda.org.cn)

### **About 'Saving Pandas' Mobile Game Application**



'Saving Pandas' is a mobile game application inspired by 5 giant pandas which reside at the Chengdu Panda Base. In the game, 5 panda heroes and heroine characters, collectively known as P-5 (Pandas Five) overcome hurdles and enemies to save baby pandas which have been abducted to alien planets. Players also get to learn fun facts about giant pandas such as how many giant pandas there are in the world today, how much bamboo leaves a giant panda eats in a day and what their likes and dislikes are.

Download the free Saving Pandas game on iTunes today.

For more information on 'Saving Pandas', please visit [www.savingpandas.com](http://www.savingpandas.com)

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