











## 19 September 2025

For Immediate Publication

## **Act Now, Live Strong:**

## **Empowering Women in the Battle Against Breast Cancer**

- Themed 'Act Now, Live Strong', this year's National Breast Cancer Awareness Month campaign aims to encourage women to proactively get screened
- Over 20 activities lined-up to raise breast cancer awareness, including a photo competition and exhibition, light-ups in pink at landmarks across the island and educational talks
- Flagship event on Friday, 19 September 2025, graced by Guest of Honour, Ms Rahayu Mahzam, Minister of State, Ministry of Digital Development and Information & Ministry of Health

19 September 2025, Singapore – Breast cancer remains the most common cancer and leading cause of cancer death among women in Singapore. It accounts for close to 30% of all cancers diagnosed in women and more than 17% of cancer deaths between 2018 and 2022<sup>1</sup>.

Encouragingly, more women are getting diagnosed earlier here, with over 57% of breast cancer cases detected at Stage I now compared to 33% in 2012², highlighting the increasing awareness. However, the overall breast cancer screening rates remains low. The latest 2023 National Population Health Survey showed that slightly more than one-third (34.7%) of Singapore women aged 50 to 69 had gone for mammogram screening in the past two years³. This was a 3% dip from the year before that.

More needs to be done to further raise awareness among women on the importance of regular screening for early detection of breast cancer, which can increase the chance of successful treatment and survival, reduce the aggressiveness of treatment required, and improve the overall quality of life for those diagnosed.

To empower all women, the National Breast Cancer Awareness Month (NBCAM) 2025 campaign is themed "Act Now, Live Strong", to encourage women to prioritise their breast health, take action and go for mammogram screening.

"Breast cancer is one of the most treatable cancers when detected in the early stages. Screening and early detection significantly improves survival rates and treatment outcomes, potentially saving lives. We want to empower and encourage women to 'Act Now' by proactively going for regular screening, while reminding those battling the disease that it is possible to 'Live Strong' by keeping a positive mindset and healthy

<sup>&</sup>lt;sup>1</sup> Singapore Cancer Registry 2022 Annual Report

<sup>&</sup>lt;sup>2</sup> Singapore Cancer Registry 2022 Annual Report

<sup>&</sup>lt;sup>3</sup> National Population Health Survey (NPHS) 2023 Report | Ministry of Health













lifestyle. This October, we have an exciting line up of educational talks, mammogram walk-in clinics, and outdoor activities, which we hope will address any fears and break down emotional barriers that may deter women from getting screened," shared Clinical Assistant Professor Sim Yirong, Co-Chairperson of NBCAM 2025 Organising Committee and Senior Consultant, Department of Breast Surgery, Division of Surgery & Surgical Oncology, Singapore General Hospital and National Cancer Centre Singapore.

"At KK Women's and Children's Hospital (KKH), hundreds of women come through our doors each day - from those seeking preventive care to those undergoing treatment and cancer survivors. Each diagnosis impacts not just the individual, but ripples through families and communities. Breast cancer can affect women at any age, and we're committed to supporting them whether they're coming for screening, navigating a diagnosis, or undergoing treatment. Through NBCAM 2025, we reaffirm our promise to be *the* trusted partner for women at every stage of their breast health journey," said Clinical Assistant Professor Yan Zhiyan, Co-Chairperson of NBCAM 2025 Organising Committee and Senior Consultant, KK Breast Department, KKH.

## **NBCAM 2025 flagship event and activities**

The NBCAM 2025 flagship event held at the Capitol Singapore Outdoor Plaza on Friday, 19 September 2025, was graced by Guest of Honour (GOH) Ms Rahayu Mahzam, Minister of State, Ministry of Digital Development and Information & Ministry of Health. A key highlight of the flagship event was a photo exhibition titled 'Act Now, Live Strong', which featured photos submitted that captured moments of resilience, love, hope and courage shown by those battling breast cancer. Photographers of the top three entries received prizes presented by GOH Ms Rahayu Mahzam. At the event, participants took part in interactive and educational games and learned about breast health, screening, and self-breast examination through a series of talks by medical experts.

The NBCAM 2025 Committee comprising members from SingHealth, Breast Cancer Foundation, Health Promotion Board, National University Cancer Institute, Singapore, NHG Health and Singapore Cancer Society, have planned over 20 activities for the month of October at various locations island-wide to raise awareness on breast cancer and improve access to screening. (Full list of activities in Annex A)

#### **Lighting Up Singapore in Pink**

In support of the National Breast Cancer Awareness Month, various iconic landmarks, buildings and public spaces across Singapore will be lit up in pink in October 2025 to raise public awareness on breast cancer and the importance of regular screening and early detection. (Full list of light-up locations in Annex B)

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#### **QUOTES FROM NBCAM 2025 AGENCIES AND INSTITUTIONS**

#### **BREAST CANCER FOUNDATION**

Breast cancer doesn't wait for the calendar—and neither do we. At Breast Cancer Foundation, we believe early detection saves lives, turning fear into hope and uncertainty into clarity. But awareness alone is not enough. With more young women being impacted, our Young Women's Initiative ensures that every woman, at any age or stage, has access to support, advocacy, and community.

While October casts a spotlight on breast cancer, our work doesn't end when the month does. Through year-round education, outreach, and unwavering care, we work tirelessly so no woman—and no family—ever has to walk this path alone. Together, with urgency and hope, we're building a future where early detection, strong support, and shared community save lives every day.

Mr Jacob Soo, General Manager, Breast Cancer Foundation

#### NATIONAL UNIVERSITY CANCER INSTITUTE, SINGAPORE

Our commitment at the National University Cancer Institute, Singapore (NCIS) is to build a future where breast cancer is not just treated, but prevented and overcome. By focusing on early detection and regular screenings, we enable less invasive, targeted treatments and better recovery. To that end, we have been actively collaborating with our partners to bring mammogram screenings and follow-up care directly into the heart of the community. As part of NBCAM 2025, we are organising a series of programmes to elevate public education on breast cancer, including roadshows, public walk-in mammograms and a photo exhibition showcasing portraits of our incredible breast cancer survivors.

At NCIS, we are dedicated to fighting this disease year-round through ongoing efforts to raise awareness for early screening, improve access to cancer care and advance research in cutting-edge treatments. We stand ready to educate, treat, and support our patients at every stage, celebrating the resilience of survivors and empowering all to prioritise their health.

Dr Leong Wei Qi, Consultant, Division of Breast Surgery, Department of Surgery, National University Hospital and Consultant, Division of Surgical Oncology, National University Cancer Institute, Singapore

#### **NHG HEALTH**

Early detection remains our strongest ally in the fight against breast cancer. At NHG Health, we've seen how timely screening can dramatically improve treatment outcomes and quality of life for our patients. Through our community outreach programmes and accessible screening facilities, we're working to ensure that every woman has the opportunity to take charge of her breast health.

Our integrated approach combines public education, regular screening initiatives, and comprehensive support services to guide women through their entire healthcare journey. When breast cancer is detected early, we can often employ less aggressive, more personalised treatment strategies that lead to faster recovery times and better outcomes

What's particularly encouraging is the growing awareness in our communities. We're seeing more women coming forward for regular screenings, and our survivor support networks are













flourishing. This proactive approach to breast health is exactly what we need to continue building upon.

Dr Marc Ong, Chairperson of NHG Health BCAM 2025 Organising Committee and Head and Senior Consultant, General Surgery Khoo Teck Puat Hospital

#### SINGAPORE CANCER SOCIETY

Despite accessible screening services, many women in Singapore still delay screening due to concerns, time constraints, or cultural barriers. At Singapore Cancer Society, we are closing this gap by meeting women where they are and supporting their screening journey fully. Whether it is bringing the mammobus to workplaces or rallying community partners to reach under-screened groups, we are committed to empowering women to care for themselves and their loved ones.

Mr Tan Kwang Cheak, Chief Executive Officer, Singapore Cancer Society

#### **HEALTH PROMOTION BOARD**

Breast cancer continues to be a leading cancer affecting women in Singapore (source: National Registry of Diseases Office, 2024). Early detection through screening and timely management can make a crucial difference in treatment outcomes and survival rates. Regular mammogram screening is an essential prevention tool for women, as it reduces the risk of complications and increases treatment success rates. Together with our community partners, we want to drum up efforts to educate and encourage women to 'Act Now' in safeguarding their health through regular breast screening.

With Healthier SG Screening, screening is made even more affordable for women, where eligible Singapore Citizens who are enrolled with Healthier SG will enjoy special subsidies for Healthier SG Screening (i.e. pay \$0) at their enrolled Healthier SG clinic (CHAS GP or polyclinic). Appointment booking is now made more convenient on the HealthHub app, and we urge women to take this first step now.

Ms Vivian Sim, Director, Planning, Performance & Screening, Health Promotion Board

#### **CHINESE GLOSSARY**

Breast Cancer Foundation (BCF)	乳癌基金会	
Health Promotion Board (HPB)	保健促进局	
National University Cancer Institute, Singapore (NCIS)	新加坡国立大学癌症中心 (国大癌症中心)	
NHG Health	国立健保集团	
Singapore Cancer Society (SCS)	新加坡防癌协会	
Singapore Health Services (SingHealth)	新加坡保健服务集团 (新保集团)	













Clinical Assistant Professor Sim Yirong	沈怡融助理教授	
Co-Chairperson, Breast Cancer Awareness Month (BCAM) 2025 Organising Committee	联合主席 2025 年乳癌意识月组委会	
Senior Consultant,	高级顾问	
Department of Breast Surgery,	乳房外科	
Division of Surgery & Surgical Oncology,	外科与肿瘤外科系	
Singapore General Hospital and	新加坡中央医院与新加坡国立癌症中心	
National Cancer Centre Singapore		
Clinical Assistant Professor Yan Zhiyan	颜芝晏助理教授	
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Senior Consultant,	资深顾问医生	
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KK Women's and Children's Hospital	竹脚妇幼医院	
Mr Jacob Soo	司徒彰	
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Breast Cancer Foundation	总经理	
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Director	   规划,成效与健康检察署署长	
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National University Cancer Institute, Singapore (NCIS)	新加坡国立大学癌症中心	
Dr Marc Ong	王伟杰医生	
	国立健保集团 2025 年乳癌意识月组委会主	
Chairperson of NHG Health BCAM 2025	席	
Organising Committee		
Head and Senior Consultant,	邱德拔医院普通外科部门主任	
General Surgery, Khoo Teck Puat Hospital	与高级顾问医生	
Mr Tan Kwang Cheak	陈光杰	
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Singapore Cancer Society	首席执行官	
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#### **About Breast Cancer Foundation**

Breast Cancer Foundation (BCF) is a social service agency in Singapore that aims to promote early detection of breast cancer and support the breast cancer community.

Established in 1997, BCF raises breast cancer awareness through talks, outreach events, research, and publications. It also provides psychosocial programs such as Healing Through The Arts (HTTA), support groups, and befriending activities for those affected by breast cancer. Subsidies are available to women with low income for prostheses and bras through its Positive Image and Appearance Scheme, and it runs a complimentary wig loan program.

BCF is self-funded and depends on public donations to provide quality services and programs. The organization runs Singapore's first flagship Breast Cancer Centre, and the satellite Breast Cancer Support Centre @ Khoo Teck Puat Hospital. For more information, visit <a href="https://www.bcf.org.sg">www.bcf.org.sg</a>.

For updates on BCF's latest work and initiatives, follow BCF at @BreastCancerFoundationSg (Facebook), @bcfsg (Instagram), and Breast Cancer Foundation (LinkedIn).













#### **About Health Promotion Board**

The Health Promotion Board (HPB) was established as a statutory board under the Ministry of Health, Singapore, in 2001 with the vision of building "A Nation of Healthy People". HPB aims to empower Singaporeans to attain optimal health, increase the quality and years of healthy life and prevent illness, disability and premature death. As the key agency overseeing national health promotion and disease prevention programmes, HPB spearheads health education, promotion and prevention programmes as well as creates a health-supportive environment in Singapore. It develops and organises health promotion and disease prevention programmes, reaching out to the healthy, the at-risk and the unhealthy at all stages of life – children, youths, adults and older Singapore residents. Its health promotion initiatives cover nutrition, physical activity, mental well-being, health screening and tobacco control.

More information can be found at <a href="https://www.hpb.gov.sg">www.hpb.gov.sg</a>.

#### **About NHG Health**

NHG Health is a leading public healthcare provider in Singapore recognised for its quality clinical care and its commitment in enabling healthier lives through preventive health, innovative solutions and person-centred programmes tailored to every life stage. Our integrated health system, which spans primary care, hospitals and national specialty centres, includes Tan Tock Seng Hospital, Khoo Teck Puat Hospital, Woodlands Health, Yishun Community Hospital, NHG Polyclinics, the Institute of Mental Health, National Skin Centre and the National Centre for Infectious Diseases.

Together with academic and industry partners, we advance medical education, research and healthcare innovation in Singapore, addressing areas that are critical to Singapore's population needs. As the Regional Health Manager for Central and North Singapore, NHG Health partners general practices and health and social care agencies to ensure the physical, mental and social well-being of residents in the community.

Together, we are committed to building healthier and resilient communities, and Adding Years of Healthy Life to the people we serve.

More information at www.nhghealth.com.sg.

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#### **About National University Cancer Institute, Singapore**

The National University Cancer Institute, Singapore (NCIS) is an academic, national specialist centre for cancer under the National University Health System (NUHS), and is the only public cancer centre in Singapore that treats both paediatric and adult cancers in one facility.

As one of two national cancer centres in Singapore, NCIS (pronounced as "n-sis") offers a broad spectrum of cancer care and management from screening, diagnosis and treatment to rehabilitation and survivorship, as well as palliative and long-term care. NCIS' strength lies in the multi-disciplinary approach taken by our clinician scientists and clinician-investigators to develop a comprehensive and personalised plan for each cancer patient.

NCIS provides the full suite of specialised oncology and haematology services at the NUH Medical Centre at Kent Ridge, Singapore, including those by the NCIS Chemotherapy Centre, NCIS Radiotherapy Centre and NCIS Cellular Therapy Centre.

NCIS also offers cancer services at other hospitals in Singapore:

- NCIS Cancer & Blood Clinic @ Ng Teng Fong General Hospital
- NCIS Radiotherapy Centre @ Tan Tock Seng Hospital













#### NCIS Radiotherapy Clinic @ Khoo Teck Puat Hospital

To bring cancer care even closer to our patients, our NCIS on the Go programme delivers a range of cancer services at clinics within the community for their convenience.

For more information, please visit www.ncis.com.sg.

#### **About Singapore Cancer Society**

Minimising Cancer and Maximising Lives since 1964, Singapore Cancer Society (SCS) is a self-funded social service agency which provides an integrated continuum of care from cancer control and prevention to patient support services, survivorship, and palliative care. SCS's key programmes and services include cancer screening programmes, public education, financial and welfare services, psychosocial support, survivorship care, rehabilitation programmes and hospice care. Consistently recognised for its commitment to high standards in governance and transparency, SCS has attained both the coveted Charity Governance Award (2023) and the Charity Transparency Award for four years, between 2019 to 2024.

For more information, please visit www.singaporecancersociety.org.sq.

#### **About Singapore Health Services (SingHealth)**

SingHealth, Singapore's largest public healthcare cluster, is committed to providing affordable, accessible and quality healthcare to patients. With a network of acute hospitals, national specialty centres, polyclinics and community hospitals offering over 40 clinical specialties, it delivers comprehensive, multidisciplinary and integrated care. Beyond hospital walls, SingHealth partners community care providers to enable the population to keep well, get well and live well. As part of the SingHealth Duke-NUS Academic Medical Centre, SingHealth also focuses on advancing education and research to continuously improve care outcomes for patients. For more information, please visit: www.singhealth.com.sg

### Members of the SingHealth group

### **Hospitals (Tertiary Specialty Care):**

Singapore General Hospital, Changi General Hospital, Sengkang General Hospital, KK Women's and Children's Hospital, and Eastern General Hospital (expected completion around 2029 to 2030)

## National Specialty Centres (Tertiary Specialty Care):

National Cancer Centre Singapore, National Dental Centre Singapore, National Heart Centre Singapore, National Neuroscience Institute, and Singapore National Eye Centre

#### SingHealth Polyclinics (Primary Care):

Bedok, Bukit Merah, Eunos, Marine Parade, Outram, Pasir Ris, Punggol, Sengkang, Tampines, Tampines North and Kaki Bukit (upcoming)

#### SingHealth Community Hospitals (Intermediate and Long-term Care):

Sengkang Community Hospital, Outram Community Hospital, and Eastern Community Hospital (expected completion around 2029 to 2030)













## ANNEX A: LIST OF NATIONAL BREAST CANCER AWARENESS MONTH 2025 ACTIVITIES (in chronological order)

#### 1. National Breast Cancer Awareness Month 2025 Flagship Event

Date: 19 September 2025

Time: 1pm – 7pm

Venue: Capitol Singapore Outdoor Plaza, 13 Stamford Road, Singapore 178905

No registration required. Admission is free. For more information: https://for.sg/bcam2025

#### 2. SingHealth BCAM Public Forum: Empowered by Knowledge to Act Now

Date: 27 September 2025

Time: 9am – 11.45am (Public Forum); 1pm - 4pm (Workshops)

Venue: KK Women's and Children's Hospital Auditorium (Training Centre), Women's Tower, Level 1

For more information: https://for.sg/bcam2025

#### 3. NCIS Pink Lens Exhibition

Date: 29 September 2025 - 17 October 2025

Time: Open all hours

Venue: NUH Medical Centre Level 3, Yong Siew Yoon Wing

Admission is free. For more information: https://www.ncis.com.sg/BCAM2025

#### 4. NHG BCAM "Dawn of Hope" Art Exhibition

Date: 1 - 31 October 2025 Time: Open all hours

Venue: The Fullerton Hotel Singapore, Level 1 No registration required. Admission is free.

#### 5. Women's Health Talk and Mammobus Deployment by Singapore Cancer Society (in collaboration with Woodlands Health and Yusof Ishak Mosque)

Date: 2 October 2025 Time: 11am - 12pm

Venue: 10 Woodlands Dr 17, Singapore 737740

Talk conducted in Bahasa Melayu.

For more information and to register: https://portal.masjidyusofishak.sg/events/detail/MTlw

#### 6. Jurong Medical Centre Community Event

Date: 4 October 2025 Time: 8.30am - 2pm

Venue: Jurong Medical Centre, Level 1

For more information: https://for.sg/bcam2025

#### 7. NHG Health Carnival

Date: 4 - 5 October 2025

Time: 9am - 5pm

Venue: Singapore Sports Hub

For more information: https://for.sg/bcam2025

#### 8. NCIS Frames of Her Strength Documentary Showcase

Date: 6 – 8 October 2025 Time: Open all hours

Venue: NUH Main Building, Zone F, Exhibition Space

Admission is free. For more information: https://www.ncis.com.sg/BCAM2025

#### 9. NCIS Pink Hour

Date: 7 October 2025 Time: 12pm - 2pm

Venue: NUS Yong Loo Lin School of Medicine

Admission is free. For more information: https://www.ncis.com.sg/BCAM2025













#### 10. Breast Cancer Awareness Booths at SingHealth Institutions

Date: 9 October 2025 Time: 11.30am – 2pm

Venue: Changi General Hospital, Main Building Atrium

No registration required. Admission is free.

Date: 15 – 17 October 2025 Venues and timings:

Singapore General Hospital, Learning Space (near Koufu): 9am - 3pm
 Sengkang General Hospital, Community Heart (near Koufu): 9am - 3pm
 KK Women's and Children's Hospital, Children's Tower, Level 1: 11am - 2pm

National Cancer Centre Singapore, Level 2: 12pm – 2pm

No registration required. Admission is free.

#### 11. Pink Ribbon Walk

Date: 11 October 2025 Time: 5pm – 9pm

Venue: OCBC Square, Kallang

Register at: https://www.pinkribbonwalk.sg

# 12. CancerWise Workshop 2025: Chemotherapy-Induced Peripheral Neuropathy & Prevention of Lymphedema Post Breast Surgery

Date: 11 October 2025 Time: 10am – 12pm Venue: Online

Register at: https://for.sg/cipnandlymphedema2025

#### 13. National University Polyclinics (NUP) Mammogram Walk-Ins

Date: 15 October 2025 Time: 12pm – 2pm

Venue: Pioneer Polyclinic, 26 Jurong West St 61, Singapore 648201

Relevant fees required for mammogram. Free for Singaporeans enrolled in Healthier SG.

#### 14. NCIS Pink Hour

Date: 16 October 2025 Time: 12pm – 2pm

Venue: NUS Yong Loo Lin School of Medicine

Admission is free. For more information: https://www.ncis.com.sg/BCAM2025

#### 15. NCIS Pink Lens Exhibition

Date: 17 – 24 October 2025

Time: Open all hours

Venue: Ng Teng Fong General Hospital, J-Walk

Admission is free. For more information: https://www.ncis.com.sg/BCAM2025

## 16. Woodlands Health BCAM Public Forum - More Than a Doctor's Visit: The Breast Cancer Journey

Date: 18 October 2025 Time: 9am – 12pm

Venue: Woodlands Health Auditorium

Admission is free. For more information: https://for.sg/bcam2025

#### 17. GP CME Seminar (For General Practitioners only.)

Date: 18 October 2025 Time: 12.30pm – 4.30pm

Venue: Ng Teng Fong General Hospital, Auditorium

Admission is free. For more information: https://for.sg/bcam2025













#### 18. NCIS Pink Hour

Date: 21 October 2025 Time: 12pm – 2pm

Venue: Ng Teng Fong General Hospital

Admission is free. For more information: <a href="https://www.ncis.com.sg/BCAM2025">https://www.ncis.com.sg/BCAM2025</a>

#### 19. National University Polyclinics (NUP) Mammogram Walk-Ins

Date: 22 October 2025 Time: 12pm – 2pm

Venue: Clementi Polyclinic, Blk 451 Clementi Avenue 3, #02-307, Singapore 120451 Relevant fees required for mammogram. Free for Singaporeans enrolled in Healthier SG.

## 20. Breast Cancer Awareness: Act Now, Live Strong (in collaboration with National Library Board)

Date: 22 October 2025 Time:2.30pm – 4pm

Venue: Central Public Library, 100 Victoria St, #B1-01 National Library

For more information: https://for.sg/bcam2025

#### 21. NCIS Pink Lens Exhibition

Date: 24 – 31 October 2025 Time: Open all hours

Venue: NUH Medical Centre Level 3, Yong Siew Yoon Wing

Admission is free. For more information: <a href="https://www.ncis.com.sg/BCAM2025">https://www.ncis.com.sg/BCAM2025</a>

#### 22. Act Now, Live Strong, Move Your Body!

Date: 25 October 2025 Time:9am – 1pm

Venue: Guoco Midtown, 128 Beach Road, Singapore 189773

Admission is free. Register at: https://form.gov.sg/6878721124f6d94315df48e5

## 23. National University Polyclinics (NUP) Mammogram Walk-Ins

Date: 29 October 2025 Time: 12pm – 2pm

Venue: Choa Chu Kang Polyclinic, 2 Teck Whye Crescent, Singapore 688846

Relevant fees required for mammogram. Free for Singaporeans enrolled in Healthier SG.

#### **ANNEX B: Lighting up Singapore in Pink locations**

S/N	Location/Landmark	Dates
1	Temasek Polytechnic (Plaza)	1 – 31 October
2	Royal Albatross – Luxury Tall Ship	
3	The Centrepoint (Frasers Property)	
4	Century Square (Frasers Property)	
5	Northpoint City (Frasers Property)	
6	Jewel Rain Vortex	
7	Singapore General Hospital Clock Tower	
8	KK Women's and Children's Hospital	
9	Khoo Teck Puat Hospital	6 – 12 October
10	Tan Tock Seng Hospital	
11	Lee Kong Chian School of Medicine Headquarters Building	
12	National Stadium	10 October
13	Gardens by the Bay (Supertrees)	











14	Our Tampines Hub	10 – 12 October
15	Republic Plaza	
16	South Beach Tower	
17	Capitol Kempinski Hotel	
18	The Fullerton Hotel Singapore	
19	Singapore Flyer	
20	Ocean Financial Centre	
21	Helix Bridge	
22	Elgin Bridge	
23	Cavenagh Bridge	
24	Clemenceau Bridge	
25	Coleman Bridge	
26	One Raffles Place	