



## Singapore Customs Media Release

### SINGAPORE CUSTOMS UNVEILS INNOVATIVE TRUCK IN ITS FULL SPLENDOUR FOR “DON’T GET BURNT” CAMPAIGN ROADSHOWS

#### Unveiling the Campaign Truck in its Full Splendour

The truth is finally out! From a roving truck with just an iconic burn mark, to a truck with anti-illegal cigarette messages, to a mobile roadshow stage! Singapore Customs' unveils the truck in its full splendour for the launch of the first campaign roadshow. This marks the start of the series of public outreach roadshows as part of Singapore Customs' latest public outreach campaign against illegal cigarettes - “*Don’t Get Burnt*”.



From this ... (since 27 August 2010)



Then this... (since 28 September 2010)

To this! (since 16 October 2010)



2 The inaugural roadshow for the public outreach campaign will debut on Saturday, 16 October 2010 at Woodlands Causeway Point, from 10.30 am to 3.30 pm. This is the first of a series of 25 public outreach roadshows that will span the entire campaign till July 2011 next year. The objective of the roadshows is to provide an interactive platform for Singapore Customs to engage the public, enabling them to understand the consequences and penalties of getting involved with illegal cigarettes. Through such engagement, Singapore Customs seeks public cooperation to stand firm against illegal cigarettes by reporting such activities to the authority,

### **Transformation from Truck to Stage**

3 The highlight of the launch will be the transformation of the truck, measuring 10 m by 4 m, from a normal-looking one, into a full-fledge mobile roadshow stage. The truck doubles up as a stage and an exhibition area with informative panels for the public to learn about illegal cigarette issues. Subsequently, the truck will be deployed at other roadshows which will take place at polytechnics, community centres, foreign worker dormitories, factories and various heartlands, reaching out to the members of the public, including youths, professionals and foreign workers to raise public awareness.

4 While Singapore Customs finds the usage of traditional mass media to be effective in conveying the campaign's key messages to the public, lending a human touch in the engagement with the public would garner greater buy-in. Direct, face to face interaction in the form of community engagement roadshows remains important in Singapore Customs' public outreach strategy. For

example, the innovative truck adds a new dimension to the roadshows, making them more interesting and unique, as well as enhancing their mobility to access more parts of Singapore to spread our messages. Singapore Customs encourages members of the public to visit these roadshows and participate in the activities so that they can fully understand the issues, and be on our side to collectively fight illegal cigarettes in the community.

### **What's Happening at the Roadshows?**

5 During the launch and at subsequent roadshows, members of the public will be able to take part in interactive educational games and stand to win prizes. The games are designed to drive home the campaign's key messages regarding the penalties associated with the buying and selling of illegal cigarettes, as well as calling on public cooperation to report such illegal activities to the authority.

6 Interesting games such as 'Solve The Puzzle', 'Pair It Up', 'Shoot And Win', 'Wheel of Fortune' on top classic favourites like 'Spot The Difference', will be given a twist to incorporate the campaign's key messages. For instance, in 'Solve The Puzzle' which is a crossword puzzle game, contestants will have to refer to campaign posters and display panels on the mobile roadshow stage to find out the answers. In this way, participants get to learn and better understand the issues at stake in a fun and interactive manner.

#### *Classic Favourite: Spot the Difference Game*





*Spin the wheel, answer questions on illegal cigarettes, and a win a prize*



*Shoot Out Illegal Cigarettes: Participants learn about the consequences of illegal cigarettes when they shoot at the target*

#### Dip in Buyers Caught - Thanks to Intensified Enforcement and Outreach Efforts

7 Since 2009, the public outreach efforts against illegal cigarettes, together with stepped up enforcement efforts, have led to a 30.4% dip in the number of buyers caught – 3,072 persons caught from January to July 2010, down from 4,411 persons during the same period in 2009. Encouragingly, the public has also played an active role by providing the authority with 910 tip-offs from January to July 2010. In addition, 396 peddlers were caught in the first seven months in 2010, a small increase compared to 358 peddlers last year. Singapore Customs has also conducted 150 public outreach sessions at foreign worker dormitories, companies and education institutions during the same period.

## **Advisory from Singapore Customs**

8 Singapore Customs warns that buying, selling, conveying, delivering, storing, keeping, having in possession or dealing with contraband cigarettes are serious offences under the Customs and GST Acts. Stiff penalties are imposed for such offences. Vehicles used in the commission of such offences are also liable to be forfeited. The public is strongly advised not to buy duty-unpaid cigarettes. For possessing a packet of duty-unpaid cigarettes, buyers may face a minimum fine of \$500 or prosecution in court.

9 Members of the public with information on cigarette smuggling activities or evasion of Customs duty or GST should contact the Singapore Customs Hotline at 1800-2330000 or email to customs.intelligence@customs.gov.sg.

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