

The Great Audio Experience and Live it up! Party

The [Great Audio Experience](#) is a first-of-its-kind event in Singapore, which encourages youth to take a public stand against tobacco through their participation in a moving flash mob with a twist. (A flash mob is a large group of people who assemble suddenly in a public place and perform an unusual and pointless act for a brief time, then quickly disperse). Unlike most other flash mobs, the [Great Audio Experience](#) will engage participants via the airwaves, allowing for similar activities to take place simultaneously at different locations.

Participants, including Mediacorp celebrities Michelle Chong, Nat Ho, Fauzie Laily and Shabir will gather at 4.30pm on 29 May 2010 at three different locations – Heeren, Orchard Central and SMU Green. They will be required to put on their headphones and tune in to 98.7FM, the official radio partner for the Great Audio Experience.

At intervals en-route to the final destination at Plaza Singapura, youths will be given instructions that enable them to obtain a sensorial experience that signifies one of the four key messages of 'Live It Up Without Lighting Up' – namely, better fitness, better looks, better spending money and being a friend of the environment. At times, they will also be instructed to spread these messages to passers-by.

At the end of the [Great Audio Experience](#) at Plaza Singapura, participants and anyone else keen to join can continue the fun with our Live it up! party. To be launched by Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports, the party will include performances by local bands such as The Auditory Effect, Pervy Boy, Stellastory, Black Diamond Ninjas and Fire Fight. Four of these bands will also be specially creating their own "Live it up without lighting up" song.