

# Singapore Stands By You: Supporting our Frontline Heroes

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SINGAPORE, SINGAPORE, July 21, 2021 /EINPresswire.com/ -- The fight against COVID-19 has been a long and hard one. At the forefront of the battle are the frontline workers who gave their all to keep Singapore safe. To show our continued support for them during the COVID-19 Heightened Alert phase, Tribal Worldwide Singapore has collaborated with the Ministry of Culture, Community, and Youth (MCCY) to launch a new music video.

Titled "Singapore Stands By You", the music video highlights the challenges and struggles faced by frontline workers during the pandemic and pays tribute to them for keeping Singapore safe.

"Our frontline workers have been fighting hard against COVID-19 since the beginning of the pandemic last year. We hope that this video and song will remind and inspire Singaporeans to show their support for our frontline workers whenever possible. Even little acts of kindness can go a long way," said an MCCY spokesperson.

The music video features a heartwarming rendition of "I'll Stand By You" and is sung by local singers Aisyah Aziz, Benjamin Kheng, Weish (Chew Wei Shan) and Shabir Tabare Alam.

Mr. Benson Toh, Executive Creative Director at Tribal Worldwide Singapore, said, "Despite the isolated cases of discrimination, most Singaporeans support our frontline workers. We hope the frontline workers can take heart from the music video and know that they are not alone in the fight against the virus."

To show support to our frontline workers, Singaporeans can also share their messages of support at [go.gov.sg/appreciate](https://go.gov.sg/appreciate).

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Watch "Singapore Stands By You" here:

<https://www.youtube.com/watch?v=hxd1JdEWguc>

Please find stills from the music video here:

<https://drive.google.com/drive/folders/1Zh2Or6jmDQNxXt2uFlv18WLMplqVn3de?usp=sharing>

For enquiries and interview requests, please contact:□

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#### About Tribal Worldwide Singapore

Tribal Worldwide Singapore is the leader in digital business transformation providing solutions: enterprise e-commerce; Adobe experience manager; social media marketing; native content marketing; user experience consultancy; social content and community marketing; mobile applications and Internet of Things. It has a team of 140 professionals, including 50 technologists. Founded in 2001 as a division of DDB Group Singapore, Tribal Worldwide Singapore is also the Global Centre of Excellence for Technology providing innovation leadership for 35 Tribal Worldwide offices across 21 countries.

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