



The National Council of Social Service Singapore Sponsors A Million Dreams

Description



When Michael Gracey's 2017 film *The Greatest Showman*, a heavily fictionalised depiction of the life of the famous circus founder P.T. Barnum starring Hugh Jackman, was released, the original musical was a surprise hit, grossing \$459 million on just an \$84 million budget. There is even a plan to finally bring the musical to Broadway, with a current date slated for 2026. It also boasted a variety of extremely popular songs, including "This is Me," "Rewrite the Stars," "The Greatest Show" and "A Million Dreams."

It is the last song that has proven to be particularly popular with choirs across the United Kingdom and has also been covered by Christina Aguilera and Pink. In fact, with its aspirational lyrics about creating a better world for everyone, it is particularly well-suited for charity efforts, which is why we licensed the song for the Singaporean non-profit National Council of Social Service as part of a powerful campaign devised by the agency DDB Singapore.

As our Music Supervisor & Music Producer Ian Nagaro puts it: "I truly appreciate having had the opportunity to work on the SG Share campaign and license the inspiring song 'A Million Dreams' for the National Council of Social Service (NCSS). This meaningful initiative aims to raise awareness and encourage donations for lower-income families, individuals with disabilities and those facing mental health challenges."

"The campaign's message resonates deeply, and we believe the uplifting and hopeful tone of the song perfectly complements their mission. It's been an honour to contribute to such a meaningful project, amplifying the voices of those in need and sparking positive change in the community. I deeply believe that, together, we can make a difference and help create a brighter future for all."

Please feel free to check out the spot today, and if you are inspired, you can always donate using the QR code at the end!

Brand: National Council of Social Service Singapore | **Agency:** DDB Singapore | **Music Licensing:** Tracks & Fields

<https://vimeo.com/1070968097/11d5e4ff2c?share=copy>