

**ORCHARD ROAD BUSINESS ASSOCIATION named recipient of a 2012
Downtown Merit Award by the International Downtown Association for
Christmas on A Great Street 2011**

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For Immediate Release:

(Minneapolis, MN. 24 September, 2012) --- During its most recent annual conference the International Downtown Association recognized Orchard Road Business Association with a Downtown Merit Award for its work and initiatives for Christmas on A Great Street 2011.

The annual festive light-up along the most beautiful avenue of the world* was selected from the category of Events and Programming. Submitted projects and initiatives in this category come from those organizations working to further their city centers by completing the following:

- Focused on programs and events that improved the image and vitality of downtown with events that promote downtown and attract visitors.
- Delivering projects that communicate the vision, mission, function, and achievements of the downtown or business district association.

“Since the Association took over organising the Orchard Road annual Christmas light-up in 2009, the event has been awarded two accolades – by Frommer’s and Lonely Planet. To be judged alongside other world-famous precincts and win the IDA Merit Award is undoubtedly an added honour,” said Mrs May Sng, Chairman of ORBA. “ORBA and its members are definitely looking forward to another great Christmas on A Great Street.”

“ORBA’s project received the IDA Merit Award for delivering excellence in downtown management”, said David Downey, IDA President and CEO. “Each year the IDA Awards Jury recognizes organizations that utilize best practices in our industry. The Christmas on A Great Street event is a shining example of excellent downtown management that delivers real results.”

The Washington, D.C. based International Downtown Association (IDA) is a champion for vital and livable urban centers and strives to inform, influence, and inspire downtown leaders and advocates. With 550 members and thousands of friends, IDA is a guiding force in creating healthy and dynamic centers that anchor the well-being of towns, cities, and regions.

** Orchard Road was ranked #1 The Most Beautiful Avenues of the World by International Presence Survey 2011/12, done by French survey company Presence.*

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About Orchard Road Business Association

Since 1998, Orchard Road Business Association (ORBA) has represented the interests and welfare of businesses along Orchard Road. Through the creation of activities, business development, promotion and marketing, ORBA preserves, promotes, improves and facilitates businesses on Orchard Road. ORBA also organises memorable events for visitors and tourists to Orchard Road, such as the Christmas on A Great Street, Fashion Steps Out @ Orchard and Rev-Up @ Orchard. Christmas on A Great Street is an annual signature event that heralds the start of the festive season here in Singapore, which many look forward to as an unforgettable experience.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are currently more than 60 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board (STB) with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mrs May Sng, Executive Director of Orchard 290 Ltd (Owner and Manager of Paragon Shopping Centre) as Chairman.

For more information, please visit www.orchardroad.org or www.facebook.com/orchardroad.sg