

**MEDIA RELEASE**

**EMBARGOED UNTIL 14 DECEMBER 2012**



**Christmas on A Great Street 2012  
Best Dressed Building Contest Winners Announcement**

**Singapore, 14 December 2012** – The Christmas season has just gotten merrier on Orchard Road – the world’s top shopping destination<sup>1</sup> and home to the Top Christmas Lights Display of the world<sup>2</sup> – as **Orchard Road Business Association (ORBA)** announces the results of the Best Dressed Building Contest 2012.

Amid stiff competition that saw 10 participating buildings decked out in their yuletide best, **Orchard Central (OC)** emerged the Overall Winner with its recreation of a multi-sensory Christmas winter wonderland.

“Our Orchard Road stakeholders have each played a pivotal role in enhancing the Christmas experience for our shoppers,” said Mrs May Sng, Chairman of Orchard Road Business Association. “We thank especially the participants of our Best Dressed Building Contest for putting their best foot forward and contributing to the festivities on our *Great Street*. We also thank our valued sponsor, Visa, for giving out a special award category this year.”

Coming out tops for the second year in a row, OC hit a homerun with its “Christmas with an OC Attitude” theme, transforming itself into a resplendent Christmas forest of pink and white, complete with the scent and sounds of a wintry jungle. The mall conjured up some festive magic with its magnificent displays of sparkling fairy lights, whimsical winter animals, and pink Christmas baubles hung along the walkway.

“We are delighted that OC is named the Overall Winner for Best Dressed Building for two consecutive years. This is only possible with the continuous support of our enthusiastic shoppers, fans and patrons. We are also very happy that our efforts this Christmas to engage the senses of our OC consumers with quirky decorations and interactive elements, and create a fresh fun shopping experience while they walk through a wintry forest have been successful. This has encouraged us to continue working hard to conceive new and unique shopping experiences for our consumers amid this fast-moving retail landscape,” said Ms Chan Iz-Lynn, Assistant Director of Far East Organization (Retail Business Group).

OC paid homage to an eco-friendly Christmas by creatively incorporating re-treated tree twigs and trunks, power-saving LED lights and stained glass baubles made from recycled PVC film sheets. In jubilant celebration, OC will be rewarding their first 200 shoppers with a \$10 mall shopping voucher or the limited edition Orchard Road premium tote bag on 14 December (whilst stocks last).

Aside from Orchard Central, three other winners were also named in the Best Dressed Building Contest – **ION Orchard**, **TANGS @ Tang Plaza**, and **The Centrepoint** – for their great efforts in bringing more Christmas cheer to Orchard Road with their enthralling and eco-friendly decorations.

Debuting this year is the inaugural Visa Award, judged by the event's Official Card Visa. **Mandarin Gallery**, for their ingenious inclusion of Visa elements in the façade design, as well as the display of Visa-related marketing materials within the mall, walked away triumphant with the award. To celebrate their first win, Mandarin Gallery will be rewarding (through a lucky draw) 200 Visa shoppers who have shopped at the mall since 16 November with a limited edition Christmas on *A Great Street* umbrella.

"Visa is very pleased to be part of this iconic Christmas celebration and to see so much creative enthusiasm come alive in the decorations and displays on this *Great Street*. The Mandarin Gallery is being honored with the Visa Award today for their creativity and commitment to fun design, but every decoration along Orchard Road contributes to the excitement, beauty and spirit of Christmas," said Ms. Ooi Huey Tyng, Visa Country Manager, Singapore and Brunei. "Tourists and locals alike both love Orchard Road during this time of year, and Visa will continue to promote Singapore abroad, driving tourists to come to Orchard Road to enjoy the sights and sounds of Christmas."

Members of the public also joined in the competition, with close to 20,000 votes registered on the Orchard Road Facebook fan page. The excitement was palpable as Orchard Road Facebook fans flocked online from 17 November – 2 December to cast their votes, and at the end of it all, ORBA rewarded 12 lucky voters with a total amount of \$7,500 worth of shopping vouchers. To the five winning buildings, ORBA will award a total of \$150,000 in cash prizes.

With public votes chalking up 20% of the total score, a panel of judges from the public sector, and from the architecture and creative industries in the private sector scored the remaining 80%.

The Best Dressed Building Contest is one of the many highlights in the six-week calendar of Christmas on *A Great Street* 2012. Shoppers can continue to enjoy the Shop with Visa @ Orchard promotion till 6 January 2013, and be rewarded with a \$10 shopping voucher with a minimum spend of \$200 on a Visa card at any of the 11 participating malls / hotel (whilst stocks last). The Visa Christmas Spree Daily Draw also continues to thrill shoppers with winning chances everyday till 5 January 2013.

For those who enjoy the euphoria of late night shopping for last minute Christmas buys, six Orchard Road malls (313@somerset (from 21 – 22 December only), ION Orchard, TANGS Orchard, Paragon, The Centrepoint, and Wisma Atria) will be opened till 11pm from 19 – 23 December.

On the evenings of 23 and 24 December, visitors will be charmed by the voices of some 500 carollers from different churches around Singapore and the region. The biggest Mass Carolling on Orchard Road organised by ORBA to date, this performance will take place at ION<sup>2</sup> between 7.30pm – 8.45pm.

<sup>1</sup> As reported by The Australian Associated Press Pty Limited (AAP) on 3 December 2012 (<http://au.news.yahoo.com/latest/a/-/latest/15536353/top-shopping-destinations-worldwide/>)

<sup>2</sup> As reported by Reuters on 30 November 2012 (<http://in.reuters.com/article/2012/11/30/travel-picks-christmas-lights-idINDEF8AT0CG20121130>)

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**For more details, please refer to:**

Annex A – Fact Sheet

Annex B – Orchard Central Fact Sheet

Annex C – Quote Sheet

### **About Orchard Road Business Association**

Since 1988, 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 Christmas on *A Great Street*, Fashion Steps Out @ Orchard and Rev-Up @ Orchard. Christmas on *A Great Street*, classed as one of Frommer's World's Best Holiday Lights in 2010; Lonely Planet's Top 10 Christmas Markets of the World in 2011; and IDA Achievements – Merit Award Winner 2012, 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 70 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 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 Pte Ltd (Owner and Manager of Paragon) as Chairman.

For more information, please visit [www.orchardroad.org](http://www.orchardroad.org) or [www.facebook.com/orchardroad.sg](https://www.facebook.com/orchardroad.sg)

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**THE MOST  
BEAUTIFUL  
AVENUE  
OF THE WORLD**  
INTERNATIONAL PRESENCE SURVEY 2012

**WORLD'S  
BEST  
HOLIDAY  
LIGHTS**  
FROMMER'S 2010

**TOP 10  
CHRISTMAS  
MARKETS  
OF THE WORLD**  
LONELY PLANET 2011

ANNEX A – FACT SHEET

**Christmas on A Great Street 2012 - Best Dressed Building Contest 2012**

<b>Contest Period</b>	Sat 17 Nov – Sun 2 Dec 2012	
<b>Participating Malls</b>	<ol style="list-style-type: none"> <li>1. Forum The Shopping Mall</li> <li>2. Grand Park Orchard</li> <li>3. ION Orchard</li> <li>4. Mandarin Gallery</li> <li>5. Orchard Central</li> <li>6. Paragon</li> <li>7. Tanglin Mall</li> <li>8. TANGS @ Tang Plaza</li> <li>9. Takashimaya Shopping Centre / Ngee Ann City</li> <li>10. The Centrepoint</li> </ol>	
<b>Scoring</b>	Panel of judges	80%
	Public voting via Facebook	20%
<b>Judging Criteria</b>	Night visual effect	40%
	Day visual effect	30%
	Eco-friendly features	10%
	<b>TOTAL</b>	<b>80%</b>
<b>Public Voting Period</b>	Sat 17 Nov – Sun 2 Dec 2012	
<b>Public Voting Format</b>	<ol style="list-style-type: none"> <li>1. Log on to <a href="http://www.facebook.com/orchardroad.sg">www.facebook.com/orchardroad.sg</a></li> <li>2. “Like” Orchard Road’s Facebook page to view the page</li> <li>3. Click on the Best Dressed Building Contest app on the left hand side of the page</li> <li>4. Fill up personal particulars</li> <li>5. Start voting for your favourite mall</li> <li>6. Fans are limited to only 1 vote per entry per day</li> </ol>	
<b>Prizes for Voters in Lucky Draw</b>	<p><b>Overall Winner (Orchard Central)</b>          - Three voters receive \$1,000 shopping vouchers each</p> <p><b>Three other winners (TANGS @ Tang Plaza, The Centrepoint and ION Orchard)</b>          - A total of 9 voters (3 for each of the three winning buildings) will receive \$500 shopping vouchers each</p>	
<b>Prizes for Winning Buildings</b>	Overall Winner	S\$50,000 in cash
	Three other winners	S\$25,000 in cash each
	Visa Award winner	S\$25,000 in cash



**Far East Organization**

INSPIRING BETTER LIVES

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## **ANNEX B**

### **ORCHARD CENTRAL FACT SHEET**

#### Christmas Fringe Events

##### **A. OC Christmas Market Place**

*16 November to 25 December 2012*

11am to 10pm

Discovery Walk (Level 1) transforms to OC Christmas Market Place with stalls selling festive nibbles like fine chocolates, artisanal desserts and ice cream from Seventh Heaven and Swirls Bake Shop. In addition, there will be Christmas trims, gifts and decorative items from Marks & Spencer, Steve Florists' Christmas Trim Shop, TotallyHotStuff™, Iggy's Crafts, Oddjects and many more.

See the OC Christmas fairies aerial up and down the 4.88-metre tall Evian Limited Edition 2013 Showcase with any order of OC Cocktail or OC Mocktail. The Evian Limited Edition 2013 Showcase is filled with Evian's latest limited edition bottles by iconic American designer, Diane von Furstenberg (DVF). The design not only combines Evian's commitment to purity but also reflects DVF's youthful and playful celebration of life, which is parallel with OC's young and edgy positioning. Catch the OC Christmas fairies from Tuesday to Thursday at 1pm and 7pm; Friday to Sunday at 1pm, 4pm and 7pm respectively.

Be pleasantly awed by the specially concocted drinks using a fresh blend of fruits like raspberry, lemon, pear, strawberry, mango, alcohol (for cocktails) and Evian water. All drinks are prepared and eclectically garnished by 23-year-old mixologist, Shah Dillon.

Our community partner, MINDS, is also putting up Christmas gifts, handicrafts and cookies for sale. *"This is an amazing opportunity to showcase the works of our beneficiaries alongside the other retailers. Our clients would be able to express their talents, apply skills and display their workmanship in public. We appreciate OC for believing in their abilities and providing a platform of empowerment."* Said Mr Keh Eng Song, CEO of MINDS.

## B. EXCLUSIVE OC GIVEAWAYS:

16 November to 25 December 2012

### S\$20 OC Vouchers Giveaway

1. Shoppers are entitled to redeem S\$20 OC Shopping Voucher with a minimum spending of S\$200 (maximum 2 same-day combined receipts). Limited to the first 3,000 shoppers only. While stocks last.



### OC Christmas Gift-With-Purchase (GWP)

2. Shoppers are entitled to redeem a Limited Edition OC Christmas Waffle Maker with a minimum spending of S\$150 (maximum 2 same-day combined receipts). Limited to the first 3,000 shoppers; one redemption per shopper per day. While stocks last.



### Shop with VISA @ Orchard Promotion (from 17 Nov onwards)

3. First 50 cardholders daily who charge a minimum of S\$200 (maximum of 3 same-day combined receipts) to receive S\$10 OC Shopping Voucher. While stocks last.

### It's an OC Wrap!

4. Shoppers are entitled to redeem an exclusive OC Christmas Gift Wrapper (2 sets) with a minimum spending of S\$100 (maximum of 2 same-day combined receipts). While stocks last.



### OC Christmas Lucky Draw 2012

5. Simply spend S\$50 in a single receipt to enter the Lucky Draw. Three Christmas bundles worth S\$2,500 each (consisting a 3D2N Stay at Oasia Hotel Singapore, OLYMPUS PEN Lite E-PL5 Single Lens Kit (worth S\$1,038) and S\$500 OC Vouchers) to be won. The more you spend, the higher chances you'll stand!



### Smile and Redeem – 3D Art designed by Tracy Lee Stum

6. Three plots of areas (at Level 2, 3 & 4 link bridges) will be decked out in 3D Art designed by Tracy Lee Stum. Shoppers to take photos at all three locations with 4 friends and each of them will take home S\$10 OC Shopping Vouchers. Minimum of four same persons in the photos. Vouchers are redeemable at the Concierge Counter. Limited to 1<sup>st</sup> 1,000 shoppers only.

### Weekday Complimentary Parking

7. Spend a minimum of S\$50 in a single receipt to redeem first three hours complimentary parking. This promotion is only valid on Mondays to Fridays (except Public Holidays) and is available while stocks last.



## ANNEX C – QUOTE SHEET

### **Christmas on A Great Street 2012 - Best Dressed Building Contest 2012**

#### **ION Orchard**

“ION Orchard is pleased to have won the Best Dressed Building Competition this year and to have contributed to the buzz of Orchard Road’s annual Christmas Light-up, which attracts millions of visitors each year. We hope that our multisensory Christmas set-up including a picturesque Christmas Park has excited visitors and helped spread the season’s spirit to all. In addition to our annual Christmas-time activities including the largest outdoor ‘Carol-oke’ sing-along sessions, Late Night Shopping bonanzas, and Late Night Movie screenings, this year’s theme ‘Joy Amplified’ promises to deliver an enhanced lifestyle experience to one and all, when they visit ION Orchard.”

- Ms Jasmine Chua, Director, Retail Management, Orchard Turn Developments Pte Ltd

#### **TANGS @ Tang Plaza**

"TANGS is thrilled to be voted as one of the Top 3 Runners-Up for the Orchard Road Best Dressed Building contest showcasing our Christmas theme, 'Your Everlasting Light'.

This momentous year, we celebrate our 80th Anniversary and the launch of the new TANGS Beauty which provided the inspiration for the pastel and lace-themed décor. We deeply appreciate the votes and encouraging comments from our Facebook fans and the public for their support of TANGS The Christmas Store. Here’s wishing everyone a blessed Christmas."

- Mr Gerry Rezel, Vice-President, Communications, C.K. Tang Limited

#### **The Centrepoint**

"Frasers Centrepoint Malls is happy to support the annual Christmas light-up on Orchard Road, an iconic annual Singaporean event which has risen in stature over the years and is recognized today amongst the best Christmas light-ups internationally.

We are glad that our efforts for 'A Christmas Adventure at The Centrepoint' have garnered the support and votes of the judging committee and the public in the Orchard Road Best Dressed Building Contest 2012.

The Centrepoint hopes to bring a truly festive adventure to our shoppers as the landscaped garden style playland twinkles magically and well-loved Christmas tunes set your feet a skipping. As evening sets, catch the magic of Santa’s Workshop as his elves set about their chores in time to their favourite festive tunes against the backdrop of an amazing bubble and light show.

As with every year, we constantly look into innovative ways to go green by using recycled materials and energy



saving LED lights. With a touch of creativity, our Christmas decorations will be transformed into Chinese New Year decorations as recycling is an important aspect in our continuous efforts to reduce the carbon footprint."

- Mr Chia Shee Liang, General Manager, Retail Properties, Frasers Centrepoint Limited

**Mandarin Gallery** (*Visa Award Winner*)

"We are elated to win the Visa Award for the Best Dressed Building Contest 2012. Mandarin Gallery, being an intimate sized mall and a first-timer in the contest, is certainly encouraged by the recognition. We would also like to take this chance to thank Visa for their generosity."

- Ms Patrina Tan, Senior Vice President for Retail, Marketing and Leasing for Mandarin Gallery

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