

ORCHARD ROAD BUSINESS ASSOCIATION – For Immediate Release

**MEDIA RELEASE**



Organised By



Venue sponsor



Preferred Card



Participating Malls



Another project by Orchard Road Business Association

**Speed Up In Style this Rev-Up @ Orchard 2011**  
*Orchard Road turns up the heat from 16 – 26 September 2011*

**Singapore, 15 September 2011** – One shopping circuit. Eleven days of thrill. Gear up for a sizzling line-up of shopping deals and street buzz during Rev-Up @ Orchard 2011, from 16 – 26 September.

Organised by Orchard Road Business Association (ORBA) and sponsored by Visa, this event is held in conjunction with Grand Prix Season Singapore (GPSS) as the 2011 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX rolls into town.

“With the city abuzz with Grand Prix races, Rev-Up @ Orchard hopes to give every visitor, race-goer or not, a piece of the action,” said Mrs Sng Ngoi May, Chairman of Orchard Road Business Association. “This year, shoppers who use their Visa cards can look forward to even more shopping deals. With ten full nights of live concerts lined up and even a racecar exhibit in front of Mandarin Gallery, Orchard Road will be bustling with activities for every man on the street.”

The centrepiece of the event is a statuesque Racecar-Stiletto in front of Mandarin Gallery, the event Venue Sponsor. The towering 4-metre high artistic set piece doubles up as a stage and will bring it altogether with live concerts and a fashion show featuring the latest Fall / Winter street wear collections.

Also located in front of Mandarin Gallery is a Grand Prix Store and Force India Formula One Team racecar exhibit. The merchandise store will be open from 16 September – 10 October 2011.

Adding to adrenalin rush is the inaugural Go-Kart @ Orchard. The exciting event will see motorsport fans clamouring to rev and roar 6.5 horsepower go-karts on a new city circuit located at \*SCAPE.

“Rev Up @ Orchard 2011 is designed to present to shoppers the exhilaration and excitement of the Formula One race through its larger-than-life art installations, music performances, fashion shows and retail privileges. These are set to complement the existing shopping and lifestyle offerings that are available on Orchard Road, bringing to life Orchard Road’s status as a multi-dimensional events and lifestyle destination,” said Mr Andrew Phua, Director of Precinct Development at the Singapore Tourism Board.

### **Street Concerts & Fashion Show**

For ten consecutive nights, the series of street concerts will feature an extensive ensemble of home-grown talents in a free-for-all event.

No less than twenty well-known local performers such as Nathan Hartono, Inch Chua, Ling Kai, Kevin Lester, The Great Spy Experiment, The Cheating Sons, The Analog Girl, SleeQ etc. will be charming crowds from 16 – 25 September. From 7.30pm – 9pm, each night will take on a different theme ranging from Styled Councils to Gentle Breeze. Visitors can customise their personal musical itinerary and join emcee and radio personality Chew Soo Wei in a buffet of euphonic experiences.

The latest Fall / Winter fashion will take centrestage on 24 September with exclusive pieces from Bread and Butter, inhabit – the other store, The Denim Store, and more. Coupled with the most unusual runway composed of Mandarin Gallery’s outdoor escalator and the Racecar-Stiletto, this fashion show will be the one to watch this season.

### **Official Formula One Merchandise Store**

Looking to purchase some Formula One memorabilia? The Grand Prix Store located in front of Mandarin Gallery and TANGS Orchard will have every fan and friends of fans wanting to fill their shopping bags with souvenirs

emblazoned with race emblems the likes of Red Bull, McLaren, and Ferrari. In addition, those who spend a minimum of \$200 with a Visa card will receive exclusive race souvenirs worth more than \$30. The Force India Formula One Team racecar exhibit outside the store at Mandarin Gallery will provide the perfect photo opportunity to show-off new buys.

### **Go-Kart @ Orchard**

Have a taste of the adrenalin rush experienced by Formula One drivers at the first-ever Go-Kart @ Orchard at \*SCAPE. Making an exclusive three-day run beginning 16 September, Go-Kart @ Orchard will be a treat to both ardent motorsport fans and cheering spectators. Conveniently located at the heart of the city and affordably priced, no longer will one have to travel far and wide to satisfy one's need for speed.

The 350-metre city circuit will present fresh challenges to experienced go-karters and newbies of all ages who will get a kick out of the g-force experienced at every turn. Feel every grind and bump while speeding through the circuit laid out with state-of-art CIK-FIA approved TECPRO safety barriers in a 6.5 horsepower Swiss Hutless Kart.

To add to the thrill, the top 16 drivers who clock the best lap timings on 16 & 17 September will earn entry into a showdown in the Hall of Fame race on 18 September. With the glory of being the first Go-Kart @ Orchard Hall of Fame champion at stake and attractive prizes to boot, racers will be pulling out all stops to lay claim to the prestigious title.

### **Shop and Be Rewarded**

The shopping circuit heats up with Visa shopping deals at over 20 merchants in 313@somerset, Forum The Shopping Mall, Orchard Central, and Mandarin Gallery. Spend a minimum of \$150 on a Visa card at any of the 8 participating malls along Orchard Road and receive a limited edition Rev-Up @ Orchard 2011 umbrella, the third in the series of collectibles since 2009. Formula One ticket holders need only spend \$120. Shoppers can also present these receipts when they purchase Go-Kart @ Orchard race tickets and enjoy a 20% discount.

Ms Meranda Chan, Country Manager, Singapore and Brunei, Visa, said, "Visa is delighted to be sponsoring this annual retail extravaganza around the iconic Singapore Grand Prix. As always, Visa is committed to enhancing the shopping experience during the Grand Prix season for all cardholders with attractive offers and benefits."

Rev-Up @ Orchard began in 2009 with a host of celebratory performances where \*SCAPE 360 Without Borders Activated Talents showcasing the musical talents of Jack and Rai, Inch Chua, For This Cycle, Jon Chan and Marchtwelve performed outside Paragon over a 5-day period. Rev-Up @ Orchard 2010 saw a line-up of nightly

digital lights shows modelled after *Nuit Blanche* in Paris. The limited edition gift-with-purchase, Rev-Up @ Orchard umbrellas, were also snapped up by shoppers within the event period the past two years.

Inch Chua will return to perform during Rev-Up @ Orchard this year on 17 September. Notably, this will be her last public performance before she makes her foray into the music scene in Los Angeles.

For further details, please refer to:

Annex A – Shop & Be Rewarded Fact Sheet; and

Annex B – Go-Kart @ Orchard Fact Sheet.

###

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

Orchard Road Business Association (ORBA) was formed in 1998 under the auspices of the Singapore Tourism Board (STB). ORBA represents the interests of Orchard Road stakeholders and also non-stakeholders who have an affiliation to lifestyle business along Orchard Road. ORBA preserves, promotes, improves and facilitates businesses on Orchard Road. Members include the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

Some of Orchard Road's key players are represented in the Executive Committee (Exco), to which the administration of ORBA is entrusted. The Exco is headed by Mrs Sng Ngoi May, Executive Director of Orchard 290 Pte Ltd (Owner and Manager of Paragon Shopping Centre) 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).

For enquiries, please contact:

Ms Adine Loh

Associate Director

Tel: +65 6733 1120

Email: [adine@orchardroad.org](mailto:adine@orchardroad.org)

Ms Jasmine Fu

Assistant Manager, Marketing Communications

Tel: +65 6733 1120

Email: [jasmine@orchardroad.org](mailto:jasmine@orchardroad.org)

## Annex A

### Rev-Up @ Orchard 2011 Shop & Be Rewarded Fact Sheet

#### Time Period

Friday 16 – Monday 26 September 2011 (11 days)

#### Qualifying terms

All Rev-Up @ Orchard 2011 promotions are exclusive for Visa cardholders. All payments must be made with a Visa credit/debit card.

#### Shop & Be Rewarded Gift-with-Purchase

Spend a minimum of \$150 on your Visa card at any of the 8 participating malls\* along Orchard Road and receive a limited edition Rev-Up @ Orchard 2011 umbrella. Formula One ticket holders need only spend \$120.



### **Terms & Conditions for Shop & Be Rewarded Gift-with-Purchase**

1. Promotion is valid whilst stocks last.
2. Redemption can be made with a maximum of 2 same-day combined receipts from the same mall.
3. Shopping vouchers are provided by respective malls, to which terms and conditions apply as stated.
4. Redemption is limited to 1 VISA cardholder per mall, per day.
5. Redemptions are to be made at the customer service counter in the respective malls.
6. Receipts for medical consultation, air-fares, SISTIC tickets and purchases of shopping vouchers are EXCLUDED.
7. Receipts used for redemption in the Visa program will no longer be valid for other ongoing mall or outlet promotions.
8. Staff members of participating malls will not be entitled to this promotion.

### **Other Shop & Be Rewarded Deals**

Shoppers can enjoy 20% off their Go-Kart @ Orchard tickets (10-minute session) by presenting the receipt(s) for a minimum spending of \$150 on their Visa cards from participating malls. Payment must be made with a valid Visa card.

Visa cardholders will also get exclusive discounts at more than 20 merchants from 313@somerset, Forum The Shopping Mall, Mandarin Gallery, and Orchard Central. Payment must be made with a valid Visa Credit/Debit card. Other terms & conditions apply. For a full list of terms and conditions on these Rev-Up @ Orchard offers, visit [www.orchardroad.org](http://www.orchardroad.org) or [www.visagoexplore.com/grandprix](http://www.visagoexplore.com/grandprix).

*\*Participating Malls: 313@somerset, Forum The Shopping Mall, ION Orchard, Orchard Central, Mandarin Gallery, Paragon, TANGS Orchard, and Wisma Atria.*

## Annex B



### A. Introduction

The inaugural Go-Kart @ Orchard is organised as part of Rev-Up @ Orchard 2011, held in conjunction with Grand Prix Season Singapore.

Organised by Orchard Road Business Association and Arina Hogan, the event aims to establish itself as a premier go-kart event with a city circuit located right on the world-famous shopping street – Orchard Road. The circuit at \*SCAPE will challenge drivers with tight corners and dizzying turns. The event is open to corporate entities and members of the public, and will have many go-kart fans and motorsports enthusiasts clamouring to rev and roar the 6.5 horsepower go-karts. Coupled with the VISA promotion, the event will have shoppers flocking to enjoy the 20% discount.

With such an exclusive location, Go-Kart @ Orchard will establish a track record for a class act – a tight go-kart race that will set benchmarks and rock Singapore’s motorsports scene in the way that Formula One has.

### B. Details at a glance

No.	Item	Details
1	Date	Fri 16 – Sun 18 September 2011
2	Venue	*SCAPE
3	Organisers	Orchard Road Business Association & Arina Hogan
4	Categories	1. Go-Kart @ Orchard (open to public) 2. Go-Kart @ Orchard Hall of Fame Race (Sunday 18 Sep 8pm) 3. Corporate Booking
5	Ticket Price	Swiss Hutless Kart (6.5 horsepower) – \$40 (10-minute session)  Viper Kart (9 horsepower) – \$60 (Qualifier: Drivers must clock at least 30 sec per lap on the Swiss Hutless to be able to use the Viper Kart.)  <i>Viewing of race is non-chargeable.</i>  Purchase 6 and above Go-Kart @ Orchard tickets to enjoy 10% off the total cost.

6	VISA rewards	<p>Shoppers can enjoy 20% off their Go-Kart @ Orchard tickets (10-minute session) by presenting the receipt(s) for a minimum spending of \$150 on their Visa cards from the 8 participating malls*.</p> <p>The ticket price after the 20% discount: Swiss Hutless Kart (6.5 horsepower) – \$32 (10-minute session)</p>
---	--------------	--

*\*Participating Malls: 313@somerset, Forum The Shopping Mall, ION Orchard, Orchard Central, Mandarin Gallery, Paragon, TANGS Orchard, and Wisma Atria.*

### C. Schedule

Date	Friday 16 Sep 2011	Saturday 17 Sep 2011	Sunday 18 Sep 2011
<b>Morning</b>	10am – 12pm	10am – 12pm	10am – 12pm
<b>Afternoon</b>	1pm – 8 pm	3pm – 8pm	3pm – 8pm

### D. Go-Kart @ Orchard 2011 Hall of Fame Race

The Hall of Fame race is only open to the public, based on the top 16 fastest timings clocked by drivers on Friday 16 September & Saturday 17 September 2011.

The top 3 prizes for Go-Kart @ Orchard Hall of Fame Race winners are as follows:

1. Medal + \$300 AIBI vouchers + Team Lotus F1 Car Part
2. Medal + \$200 AIBI vouchers + Team Lotus Replica Team Lotus Shirt, Cap & Bag worth S\$250
3. Medal + \$100 AIBI vouchers + Team Lotus Replica Team Lotus Shirt, Cap & Bag worth S\$250

### E. Terms and Conditions

#### Go-Kart @ Orchard

1. Minimum height requirement for all drivers is 1.40 metres.
2. Tickets may be purchased in advance over the counter, however, the person has to be at the racetrack 15 minutes before the start of the race.
3. No refund will be given to late-comers or no-shows.
4. In case of bad weather, ticket holders will be allocated another available time slot. If no suitable time slot can be agreed upon, a refund will be given.

#### Visa Rewards

1. Purchase is valid for up to two (2) Go-Kart @ Orchard 2011 tickets with a valid Visa card.
2. Redemption is subject to the availability of time slots.
3. Only purchases made at the 8 participating malls with a Visa card from 16 – 18 September 2011 will qualify for the redemption.
4. Redemption can be made with a **maximum of 2 same-day combined receipts** from the same mall.
5. Receipts for medical consultation, air-fares, SISTIC tickets and purchases of shopping vouchers are EXCLUDED.