

Media Release
For Immediate Release

Orchard Road Business Association Presents: Christmas on *A Great Street* 2016



Singapore, Thursday 27 October 2016

Orchard Road Business Association (ORBA) will launch its annual Christmas on *A Great Street* on Saturday 12 Nov 2016. The official Light-Up Ceremony will be held at Ngee Ann City Civic Plaza and officiated by His Excellency President Tony Tan Keng Yam at 6.30pm.

From Saturday 12 Nov 2016 – Monday 2 Jan 2017, the entire Orchard Road, spanning over an impressive 2.88 kilometers from Tanglin Mall – Plaza Singapura, will be transformed into a galaxy of enchanting lights of blue, turquoise and sapphire.

- This year's Christmas lights will be lit from Saturday 12 Nov 2016 – Monday 2 Jan 2017
- 7 set pieces along Orchard Road
- Myriad of Christmas activities and performances planned for festive season

Advancing into its 8th consecutive year, Christmas on *A Great Street* is organised by ORBA and supported under the Singapore Tourism Board's Leisure Events Fund.

The Main Sponsor is Hitachi Asia Ltd., and the Official Card is Mastercard®.

This year's theme "Spread the Joy" encourages visitors and Singaporeans to spread joy in as many ways as possible. Inspired by celebratory and wildly popular elements, glowing reindeer and shimmering stars take center-stage on arches, overhangs, trees and sidewalks, transforming Orchard Road into a Christmas spectacle for locals and tourists to immerse themselves in the magic of the season.

ORBA Chairman Mr Mark Shaw said, "Once again, we are thrilled to welcome the much anticipated and spectacular transformation of Orchard Road for the Christmas season. This year we are ringing in the festive spirit with a dazzling display of lights, cool colours and a unique collection of interactive set displays, promising lots of fun and enjoyment for everyone! We could not have done this without the generous support of our sponsors for their roles in making Christmas on *A Great Street* such a wonderful experience for all residents and visitors to Singapore."

This year marks the 26th year of Hitachi Asia Ltd being the Main Sponsor for the Orchard Road Christmas lights.

Mr Ichiro Iino, Chief Executive for Asia-Pacific, Hitachi, Ltd. said, "Hitachi is proud to be sponsoring the Christmas Light-up at Orchard Road for the 26th year running. As we celebrate 50 years of Singapore-Japan diplomatic relations, it is particularly meaningful that this year's Christmas on *A Great Street* is part of the SJ50 celebrations. It gives us great pleasure to once again collaborate with our long-term partners to spread the Christmas cheer to both locals and visitors alike at this yearly tradition."

SJ50 Matsuri, a festival with traditional Japanese culture, pop culture and popular destinations in Japan, will be held at Ngee Ann City Civic Plaza on Saturday 29 – Sunday 30 October from 10am-8pm. There will be 40 performances over both days by 34 groups and organisations from Japan, Singapore and other Asian countries. The line-up includes music, dancing, demonstrations and talk shows. Admission is free.

This year marks Mastercard's fourth year as the Official Card for Christmas on *A Great Street*. Ms Deborah Heng, Country Manager, Mastercard Singapore, said, "Christmas is always an exciting time of the year. There's lots of retail buzz with malls putting forth festive events, promotions and charity programs. As the Official Card of Christmas on *A Great Street*, it is our pleasure to give our cardholders more to look forward to by rewarding them with shopping vouchers at their favourite malls on Orchard Road. This year, we are also working with ComfortDelGro Taxis to offer discounted taxi fares when they book their rides and pay with Masterpass by Mastercard, for a hassle-free experience to and from the malls."

For the first time ever, Mastercard is teaming up with ORBA and ComfortDelGro Taxis to knock \$5 off all taxi fares to and from Orchard Road every weekend from 12 Nov 2016 – 1 Jan 2017.

Masterpass by Mastercard X ComfortDelGro Taxis Promotion

\$5 off taxi fare

Week	Weekend Period	Capped
1	12 – 13 Nov (Sat & Sun)	900
2	18 – 20 Nov (Fri, Sat & Sun)	900
3	25 – 27 Nov (Fri, Sat & Sun)	900
4	2 – 4 Dec (Fri, Sat & Sun)	900
5	9 – 11 Dec (Fri, Sat & Sun)	900
6	16 – 18 Dec (Fri, Sat & Sun)	900
7	23 – 25 Dec (Fri, Sat & Sun)	900
8	30, 31 Dec & 1 Jan (Fri, Sat & Sun)	900
	Total	7200

The promo code "ORCHARD" is valid with the following parameters:

- a) S\$5 off taxi fare, capped at 900 trips each weekend
- b) Applicable on ComfortDelGro (CDG) Taxi Booking App

- c) Trips to and from the 10 participating malls:
313@somerset, Forum The Shopping Mall, Mandarin Gallery, Orchard Central, orchardgateway, Paragon, Scotts Square, Takashimaya Shopping Centre / Ngee Ann City, TANGS at Tang Plaza, The Centrepoint
- d) Payment by Mastercard on Masterpass on the CDG Taxi Booking App

Christmas Rewards with Mastercard

From Saturday 12 Nov – Friday 25 Nov 2016, the first 200 Mastercard holders per week who charge a minimum of \$300 to a Mastercard at any of the participating Orchard Road shopping malls, will receive a \$30 shopping voucher. Vouchers may be redeemed with a maximum of 5 same-day accumulated receipts from the same mall.

And from Saturday 26 Nov 2016 – Monday 2 Jan 2017, vouchers will be issued on a whilst-stocks-last basis.

The participating shopping malls are:

1. 313@somerset
2. Forum The Shopping Mall
3. Mandarin Gallery
4. Orchard Central
5. orchardgateway
6. Paragon
7. Scotts Square
8. Takashimaya Shopping Centre / Ngee Ann City
9. TANGS at Tang Plaza
10. The Centrepoint

Finally, ORBA is partnering Community Chest to organise this year's Christmas Light-Up Ceremony, which will also mark the start of Community Chest's year-end charity drive. 130 student volunteers from Republic Polytechnic will distribute multi-coloured light sticks to members of the public on the night of the light-up. ORBA will pledge \$1 to Community Chest for every light stick given out.

Music in the Air

Another first this Christmas, visitors will be able to enjoy their favourite Christmas carols and songs which will be piped through 16-20 outdoor speakers lined through the stretch from ION Orchard to Ngee Ann City. Song requests from a pre-selected list of Christmas favourites will be accepted on weekends. This brand new component of Christmas on *A Great Street* is available from Saturday 12 Nov – Sunday 25 Dec from 5 – 10pm daily.

Christmas Street Fun - Expect a galore of Christmas-themed activities

The stretch of road between Scotts Road and Bideford Road will be closed to vehicular traffic from 3pm – 11pm on Saturday 12 Nov 2016 for visitors to fully bask in the festive atmosphere. Visitors can enjoy performances by local talents such as Jack & Rai and move to the beat with dancers from Glee Studios.

In addition to the joyous occasion, a one-of-a-kind Christmas Market will be held during the road closure, with 30–40 stalls selling artisanal gifts and crafts for an early Christmas shopping experience. Other features include a trackless train, bouncy castle, Santa’s corner, life-size snow globe, food truck fest and vintage rides.

Carollers and musicians from various schools and institutions will also showcase their talents at Paragon and orchardgateway.

The full schedule of the performances on Saturday 12 Nov 2016 is as follows:

Time	Performing Group	Venue
700pm – 720pm	Cantonment Primary School	Paragon
715pm – 815pm	Hark Music School of Pop	orchardgateway
720pm – 740pm	Bartley Secondary School	Paragon
740pm – 800pm	CHIJ St. Nicholas Girls Primary School	Paragon
800pm – 820pm	SGH Colorectal Cancer Survivors Group	Paragon
830pm – 840pm	Pasir Ris Primary School	orchardgateway
840pm – 900pm	Mee Toh School	orchardgateway
900pm – 920pm	Bartley Secondary School	orchardgateway

Best Dressed Building Contest 2016

Christmas on *A Great Street* is never complete without the visual feast of the buildings decked out in the spirit of the season. The Best Dressed Building Contest takes place from Saturday 12 Nov – Sunday 27 Nov 2016. Buildings along Orchard Road will be jousting for the Voters’ Choice Award as well as the Judges’ Choice Award.

The public can vote for their favourite building on the OneOrchard mobile app and Orchard Road Facebook Page. Voters for the winner of the Voters’ Choice Award stand a chance at being one of 15 lucky voters to win up to S\$200 worth of shopping vouchers each in a lucky draw!

The participating buildings are:

1. Forum The Shopping Mall
2. ION Orchard
3. Orchard Central
4. orchardgateway
5. Paragon
6. Plaza Singapura
7. Tanglin Mall
8. TANGS at Tang Plaza
9. The Centrepoint
10. Wheelock Place

Christmas Light-Up Period

The Light-Up Period takes place at the following times of the day:

- 630pm – 600am on Christmas Eve and New Year’s Eve;
- 630pm – 200am on Fridays and Saturdays; and
- Except as stated above, 630pm – 1200midnight on Mondays to Thursdays and on Sundays.

Social Media Contest

ORBA will be holding a social media contest from Saturday 12 Nov 2016 – Monday 2 Jan 2017.

How to participate:

1. Follow Orchard Road Facebook Page - <https://www.facebook.com/orchardroad.sg>
2. Take a creative photo in Orchard Road
3. Post the photo on Facebook with a caption on what “Spread The Joy” means to you
4. Include hashtag #OrchardRdXmas
5. Participants may submit multiple posts
6. Two winners will walk away with prizes up to \$250 each

#OrchardRdXmas

Visitors to Orchard Road are also encouraged to use the hashtag, #OrchardRdXmas, as they capture their moments of joy at this year’s celebrations.

For media enquiries, please contact:

Ms Sheryl Tan Consultant Huntington Communications P L Tel: +65 6339 2883 Mob: +65 9320 1623 Email: sheryl.tan@huntington.com.sg	Ms Kan Shi Pei Senior Associate Huntington Communications P L Tel: +65 6339 2883 Mob: +65 9856 7848 Email: shipei.kan@huntington.com.sg
---	--

About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A *Great Street*", "Fashion Steps Out", "Rev-Up @ Orchard", and "Pedestrian Night" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A *Great Street*" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

Membership is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle businesses along Orchard Road. ORBA currently has about 120 members, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

The organisation comprises a seven-member office that manages the daily operations and an executive committee of various key stakeholders working pro bono to set its direction and uphold the interests of ORBA members. It operates under the auspices of the Singapore Tourism Board. The EXCO is headed by Mr Mark Shaw, Executive Vice-President of Shaw Organisation, as Chairman.

For more information, please visit www.orchardroad.org or the links below:



微信扫一扫，关注时尚乌节路



About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven ASEAN countries – Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam - the company is focused on its Social Innovation Business to answer society's challenges. Hitachi Asia and its subsidiary companies offer a broad range of information & telecommunication systems, power systems, social infrastructure & industrial systems, electronic systems and equipment, construction machinery, high functional materials and components, automotive systems, home appliances, financial services and others. For more information on Hitachi Asia, please visit the company's website at <http://www.hitachi.com.sg>.

About Mastercard

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

About the Leisure Events Fund

The Singapore Tourism Board (STB)'s Leisure Events Fund supports the growth and anchoring of world-class, differentiated and celebrated leisure event experiences that can further establish Singapore as one of the world's most vibrant cities. Proposals will be assessed based on their potential to deliver tourism outcomes such as increasing visitor arrivals and tourism receipts, strengthening destination branding and enhancing precinct vibrancy. The fund is part of STB's Tourism Development Fund, designed to help realise STB's Quality Tourism strategy by enhancing Singapore's destination attractiveness. Visit STB's grant page for more information.