

Media Statement

For Immediate Release

CELEBRATE CHRISTMAS ON A *GREAT STREET* 2018 WITH DISNEY MAGICAL MOMENTS

Singapore, 4 September 2018 – This Christmas, beloved characters from Disney and Disney-Pixar, including Mickey Mouse, Cinderella, Elsa and Woody, are celebrated along Singapore’s iconic shopping belt, Orchard Road. Orchard Road Business Association (ORBA) partners The Walt Disney Company Southeast Asia (Disney) for this year’s Christmas on *A Great Street*, the annual light-up event that traditionally ushers in the year-end holiday celebrations for locals and visitors in Singapore.

This is the first branded Light-Up in the event’s 35-year history, and also Disney’s largest Christmas street Light-Up in Southeast Asia.

“Disney Magical Moments” runs from 10 November 2018 to 1 January 2019, and will see the 2.88-kilometre stretch of Orchard Road, from Tanglin Mall to Plaza Singapura, transform into a visual feast of colours and lights.

The four distinct zones take on different Disney themes – Disney Princess (Tanglin Mall to Shaw House), Mickey Mouse and Friends (ION Orchard to Mandarin Gallery), Frozen (313@somerset to Orchard Central), and Toy Story (Orchard Central to Plaza Singapura).

A glittery main arch featuring selected 3D Disney characters at the Orchard Road-Paterson Road junction is the centrepiece this year. A dazzling display of lights will line Orchard Road, with trees on either side decorated with illuminated 3D Mickey Mouse icons.

In addition to the Disney characters that correspond to the theme of the zone, the hanging street lights also include iconic elements of the theme - for example, the apple from Snow White will be featured in the Disney Princess zone and the Mickey Mouse glove in the Mickey Mouse and Friends zone. Visitors will also be treated to Instagram-worthy opportunities of life-sized set pieces featuring iconic Disney characters. Two malls – Orchard Central and Wheelock Place – will also be decked in Disney-themed decor.

Hitachi Asia Ltd, which has been sponsoring the event for 28 years, will return as the Main Sponsor.

Mr Mark Shaw, Chairman of ORBA, said: “We are delighted to be partnering Disney to light up Orchard Road this year. Christmas on *A Great Street* has become the signature event to kick-start the year-end festivities. ORBA hopes this year’s brilliant display of many well-loved Disney characters will enchant the young and young-at-heart visiting Orchard Road.”

“We are grateful for the support of our sponsors, especially Hitachi Asia Ltd and Mastercard®, which have made the Light-Up possible year after year. Hitachi Asia Ltd, in particular, has contributed much in the last 28 years and the Orchard Road business community owes a great debt to them for their unwavering partnership. Together, we hope to bring another season of glad tidings to all visitors and residents alike.”

Mr Kojin Nakakita, Chairman of Hitachi Asia Ltd, said: “The Orchard Road Christmas Light-Up signals the start of the yuletide season. As the main sponsor of the Christmas Light-Up for the 28th year running, Hitachi is elated to bring the festive cheer to Singapore once again. Hitachi is even more pleased to welcome Disney as ORBA and Singapore Tourism Board (STB)’s new partner this year.”

The “Disney Magical Moments” campaign with ORBA is part of a three-year collaboration between STB and Disney. Christmas on *A Great Street* 2018 is supported by STB’s Leisure Events Fund.

Ms Ranita Sundra, Director, Retail and Dining, STB, said: “Christmas on *A Great Street* is a much-loved highlight in our year-end calendar of events. We are thus very excited to have Disney as a partner this year to add to the magical street experience that has delighted both visitors and locals alike for many years. This, along with the other Christmas festivities in store, are part of our on-going efforts to redevelop Orchard Road into an integrated lifestyle and leisure precinct.”

Mr Amit Malhotra, Country Manager of The Walt Disney Company Singapore and Malaysia, said: “We are delighted that our beloved characters and stories will be a part of the Christmas festivities on Orchard Road. The Disney-themed Light-Up is the first of its kind in Southeast Asia, specially created to thrill fans and create a memorable holiday season for all.”

The *Great Christmas Village*, launched last year, was the highlight of 2017 Christmas on *A Great Street* and returns for a longer run at Ngee Ann City Civic Plaza in its second year. It runs for 42 days from 15 November to 26 December 2018, as compared to 30 days previously, and features an array of exciting activities suitable for all ages, including amusement rides and a duplex carousel complete with a special seat carriage for wheelchair riders. Hitachi is also setting up a Santa House where children can participate in arts & craft activities for free, as

well as Meet & Greet Santa Claus sessions every Friday and Saturday between 7pm – 9pm.

Mr Nakakita added: “We are also delighted to announce that *Hitachi plays Santa* will return a second year. Jointly organised by ORBA and The Food Bank Singapore, Hitachi hopes this event will benefit 100 families at the Christmas Village on 7 December 2018. As corporate social responsibility has become one of the cornerstones of our reputation globally, we hope that Hitachi’s yearly charity donation to Community Chest tied with our Christmas Light-Up sponsorship, will reflect more positively on our conscious effort in giving back to the society which we serve.”

Timbre Group, as a partner to ORBA this year, will also oversee a Timbre X Food Village comprising food kiosks operated by well-loved local brands such as New Ubin Seafood and Two Wings. There will also be a Craft Beer Bar and nightly live performances by artistes from Timbre Music Academy at The *Great* Christmas Village.

The popular pop-up stores will also return with brands such as UNIQLO, Häagen Dazs, OWNDAYS and OPPO, providing experiential shopping experiences for visitors as they market their products through unique, interactive displays and activities.

For the sixth year, Mastercard will bring much cheer to shoppers with Christmas Rewards. Mastercard cardholders who charge a minimum of \$300 to a Mastercard credit or debit card at any of the 12 participating malls stand to take home \$30 shopping vouchers.

The 12 participating malls are as follows:

1. 313@somerset
2. Forum The Shopping Mall
3. Mandarin Gallery
4. Ngee Ann City/Takashimaya Shopping Centre
5. Orchard Central
6. orchardgateway
7. Paragon
8. Palais Renaissance
9. Scotts Square
10. Tanglin Mall
11. The Centrepoint
12. Wisma Atria

Deborah Heng, Country Manager, Mastercard Singapore, said: "Christmas is a favourite time of the year for many, with family, friends and loved ones coming together to celebrate, and as the Official Card of Christmas on *A Great Street*, we are pleased to give our cardholders even more reason to use their Mastercard card during this season, by rewarding them for their spend at their favourite malls on Orchard Road. We wish all shoppers a splendid season of sharing and giving."

An annual tradition, ORBA partners the National Council of Social Service in organising this year's Christmas Light-Up Ceremony at Plaza Singapura, which marks the start of Community Chest's year-end charity drive. In addition to being the Main Sponsor of Christmas on *A Great Street*, Hitachi Asia Ltd has also been a generous donor to the Community Chest since 1991. The Light-Up Ceremony is held on Saturday, 10 November 2018 at 6.30pm.

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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 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 more than 120 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 with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw (Director of The Shaw Organisation Pte Ltd) as Chairman.

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

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 and others. For more information on Hitachi Asia, please visit the company's website at www.hitachi.com.sg.

About Mastercard®

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. Our global payments processing network connects 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 @MastercardAP, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit www.stb.gov.sg or www.visitsingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg).

About The Walt Disney Company Singapore

The Walt Disney Company (TWDC), together with its subsidiaries and affiliates, is a leading diversified international entertainment and media enterprise with four business segments: Direct-to-Consumer & International, Parks, Experiences and Consumer Products, Studio Entertainment and Media Networks. The Company first launched Disney Channel in Singapore in 2000, and has since expanded with businesses spanning Studio Entertainment and Distribution, TV Networks, Interactive Media, Mobile Content, Consumer Products and Publishing. Building around core brands Disney, Pixar, Marvel and Star Wars, the organization is dedicated to creating high quality branded entertainment experiences for consumers in the region. In 2017, The Walt Disney Company was ranked #1 within the entertainment industry in Fortune Magazine's list of "World's Most Admired Companies" survey- a testament to the Company's strategy to successfully expand the brand and its franchises beyond North America. For more information about The Walt Disney Company please visit: <https://thewaltdisneycompany.com>.

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ORCHARD ROAD
A GREAT
STREET

MEDIA FACTSHEET



DETAILS

Venue	Orchard Road Precinct
Theme	Disney Magical Moments
Period	Sat 10 Nov 2018 – Tue 1 Jan 2019
Time of Light-Up	<ul style="list-style-type: none">• 6.30 pm – 12 midnight Sundays to Thursdays• 6.30 pm – 2 am Fridays and Saturdays• 6.30 pm – 6 am Christmas Eve and New Year's Eve
Organiser	Orchard Road Business Association
Main Sponsor	Hitachi Asia Ltd
Official Card	Mastercard®
Official Hotel	Mandarin Orchard Singapore
Official Airline	Scoot and Singapore Airlines
Official Mall	Ngee Ann City
Official Retailer	UNIQLO
The <i>Great</i> Christmas Village Partner	Timbre Group
Supported by	Singapore Tourism Board

LAYOUT PLAN



FACTS & FIGURES

Item	Quantity
Total length of Christmas Light-Up	2.88 kilometers Tanglin Mall to Plaza Singapura (including Scotts Road)
Height of Main Arch	14 meters
Length of all coloured LED rope lights	60,620 meters
No. of over-street lighting	85 sets
No. of Hitachi logos	197
Length of LED Lights on the Trees	20,000 meters
Total man hours (amt of time x no. of people) spent to produce the Christmas decorations	76,800 man hours
Total man hours (amt of time x no. of people) spent to put up the Christmas decorations on Orchard Road	14,400 man hours
Set pieces	<ol style="list-style-type: none"> 1. Main Arch (at Paterson junction) Size 25m (W) x 3m (L) x 14m (H) 2. Mini Arch (in front of Wisma Atria) Size 7.8m (W) x 1.5m (L) x 5m (H) 3. Info Set Piece (in front of ION Orchard) Size 1.7m (W) x 2.5m (L) x 2.6m (H) 4. Mickey Mouse Set Piece (in front of Wisma Atria) Size 2.5m (W) x 3m (L) x 3m (H) 5. Minnie Mouse Set Piece (in front of Wisma Atria) Size 2.5m (W) x 3m (L) x 2.9m (H) 6. Mickey Mouse and Minnie Mouse Set Piece (in front of Ngee Ann City) Size 3.5m (W) x 5m (L) x 2.6m (H) 7. Donald Duck and Daisy Duck Set Piece (in front of Ngee Ann City) Size 2.5m (W) x 4m (L) x 3m (H) 8. The Little Mermaid Set Piece (Shaw House Urban Plaza) Size 2.5m (W) x 3m (L) x 2.5m (H)

<p>Christmas Rewards with Mastercard®</p>	<p>Period Sat 10 Nov 2018 – Tue 1 Jan 2019</p> <p>Promotion Mechanics Charge a minimum of S\$300 nett to your Mastercard at participating malls on Orchard Road to redeem S\$30 worth of shopping vouchers!</p> <ul style="list-style-type: none"> • Limited to the first 200 Mastercard cardholders per week per mall from Sat 10 Nov – Fri 23 Nov 2018. • Remaining vouchers are issued on a while-stocks-last basis from Sat 24 Nov 2018 – Tue 1 Jan 2019. <p>12 Participating Malls</p> <ol style="list-style-type: none"> 1. 313@somerset 2. Forum The Shopping Mall 3. Mandarin Gallery 4. Ngee Ann City/Takashimaya Shopping Centre 5. Orchard Central 6. orchardgateway 7. Paragon 8. Palais Renaissance 9. Scotts Square 10. Tanglin Mall 11. The Centrepoint 12. Wisma Atria
<p>The <i>Great</i> Christmas Village</p>	<p>Venue Ngee Ann City Civic Plaza</p> <p>Period Thu 15 Nov – Wed 26 Dec 2018</p> <p>Operating Hours</p> <ul style="list-style-type: none"> • Sun – Thu, 11.30am – 10pm daily • Fri – Sat, 11.30am – 11pm daily • 20 – 24 Dec, 11.30am – 11pm daily <p>Highlights</p> <ul style="list-style-type: none"> • Hitachi Santa House • Amusement Rides including duplex carousel • Timbre X Food Village • Nightly “Live” performances by local musicians <p>Participating F&B brands at Timbre X Food Village</p> <ul style="list-style-type: none"> • New Ubin Seafood • Wong Kee • Urban Smoke Shack • Two Wings • Nasi Lemak Ayam Taliwang • Craft Beer Bar

Pop-up Stores Along Orchard Road

Period

1 November – 31 December 2018

Participating Brands (as at time of printing)

UNIQLO (In front of Ngee Ann City)

UNIQLO will present an experiential pop-up store from 10 November 2018 - 1 January 2019 right in the heart of Orchard Road. The pop-up store will feature MAGIC FOR ALL, a global collaboration between UNIQLO and The Walt Disney Company, to bring the dreams and delights of Disney to people around the world through clothes. Other than being able to bring home holiday gifts for loved ones, customers will also be engaged in a delightful interactive shopping experience.

Häagen Dazs (In front of Ngee Ann City)

Explore new experiences this season together with your loved ones and Häagen-Dazs. Try new, limited edition ice cream flavours in the Häagen-Dazs pop-up store on Orchard Road this year, along with activities you can enjoy with your family and friends.

OWNDAYS (In front of Wisma Atria)

Leading Japanese eyewear brand OWNDAYS is dedicated to providing high quality, fashionable eyewear at affordable prices. This Christmas, OWNDAYS will be running a pop-up store along Orchard Road to bring its eyewear closer to local and international shoppers. This will be the brand's first-ever pop-up store globally.

Shoppers can expect an experiential set-up that is very much differentiated from the stores that OWNDAYS usually operates. The pop-up store will first feature a curated selection of sunglasses fitting for the hot sunny weather in Singapore with a mini Instagram-worthy selfie studio built within. Subsequently, the entire space will be transformed as OWNDAYS unveils a premium capsule collection exclusive to the pop-up store.

OPPO (In front of Mandarin Gallery)

The OPPO Christmas pop-store will allow you to have an exclusive hands-on experience of the new OPPO R17 in a variety of engaging and magical experiential zones. Inspired by the extraordinary natural lights of the Northern Light, Artic Glow and Midnight Sun, the OPPO pop-up booth brings upon the theme of "Wonder-Last", leading visitors into a dreamy expression of the gradient colours of the R17. Highlighting key features of the R17, visitors can expect an interactive and fun experience with a built-in slide as well as photo-booths to capture that perfect selfie.

KEY SET PIECES (ARTIST'S IMPRESSIONS)

1. Main Arch

Location: At Paterson junction



2. Mini Arch

Location: In front of Wisma Atria



3. Info Set Piece

Location: In front of ION Orchard



4. Mickey Mouse

Location: In front of Wisma Atria



5. Minnie Mouse

Location: In front of Wisma Atria



6. Mickey Mouse and Minnie Mouse

Location: In front of Ngee Ann City



7. Donald Duck and Daisy Duck
Location: In front of Ngee Ann City



8. The Little Mermaid
Location: In front of Shaw Urban Plaza



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