

## Media Statement

### For Immediate Release

## **Enjoy *March March More* right here in Singapore**

*The first all-encompassing guidebook featuring the best deals and promotions*



**Singapore, 12 March 2020** – From March 13 to 22, one can now discover *March March More* with the first all-encompassing guidebook presenting the best deals and promotions island-wide and featuring popular global and local retailers at must-visit lifestyle destinations - Orchard Road and Singapore River.

Working with the Singapore River One (SRO) for the first time, *March March More* aims to bring Singaporeans together to pursue their love for dining and shopping across the island this March holidays. Supported by the Restaurant Association of Singapore (RAS) and

Singapore Retailers Association (SRA), over 180 retail brands, shopping malls and hotels are participating in the first-ever initiative co-organised by ORBA and SRO.

Headlining the curated selection are never-before attractive star deals such as 1-for-1 deals and \$10 promotions across F&B, lifestyle, entertainment and hotels designed for all ages, alongside an overview guide of shopping perks such as free parking available in the heart of the city.

For two consecutive weekends (March 13-15 and March 20-22), the first 2000 shoppers on Orchard Road can enjoy a free treat when they visit Singapore's beloved ice cream uncles at their iconic ice cream carts located at the thoroughfare from ION Orchard to Mandarin Gallery. Street performances by MOTUS, a local Batucada Pop band, will take place at the pedestrian walkway between ION Orchard and Ngee Ann City on March 14 and 21 as well.

"In this first-ever initiative that gathers some of the best retailers and local players in Singapore, ORBA also takes this opportunity to support our lesser-known business community - our beloved ice cream uncles - through this sponsorship," said Mr Mark Shaw, Chairman, ORBA. "We hope our residents and visitors can discover *March March More* this holiday period, from curated promotions to street-level activities made available to all."

SRO will be offering discounted tickets for river cruise across the Singapore River, exciting deals including 1-for-1 main dishes, happy hour drinks and other promotions. At Circular Road, there will be in-house promotions, special performances by live bands and other street activities.

## Promotion Highlights

Exciting 1-for-1 deals at Orchard Road includes 1-for-1 room nights at Mandarin Orchard Singapore; Royal Puddings at Paris Baguette (Wisma Atria); MAKE UP STORE\* (Paragon), Michael Kors\* (Mandarin Gallery), Tanuki Raw (Orchard Central) and more – all of which are listed in the *March March More* guidebook. In addition, avid shoppers can enjoy 50% off selected styles at CHARLES & KEITH (ION Orchard) and enjoy savings of up to \$1,400 on selected Apple products at iStudio (Paragon).

*\*Terms and conditions apply.*

March March More is 'live' at <http://marchmarchmore.orchardroad.org/>

For regular updates and more info, please visit [www.orchardroad.org](http://www.orchardroad.org) or ORBA Facebook [www.facebook.com/orchardroad.sg](http://www.facebook.com/orchardroad.sg).

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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 110 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](http://www.orchardroad.org).

## About Singapore River One

Singapore River One (SRO) is a private sector-led partnership charged with the day-to-day management, maintenance, enhancement and marketing of the Singapore River. SRO is the first pilot Business Improvement District (BID) and is a not-for-profit company with a singular focus on leveraging public and private investments, increasing footfall, and enhancing property values within the Singapore River precinct.

SRO is responsible for the place management of the entire Singapore River precinct – including Boat Quay, Clarke Quay and Robertson Quay. It is the intent of SRO that the river be managed as one precinct – one destination – with specialized programs and service delivery methods utilized in each quay as needed, and as directed by a 4 year business plan. New partnership initiative will leverage and pool resources from a variety of public and private sector sources; it will have the involvement and participation of both public and private sector stakeholders, and it will be empowered with the role of implementing the business plan place managing the Singapore River precinct.

## **About Restaurant Association of Singapore (RAS)**

As the pioneer and largest F&B Association in Singapore, Restaurant Association of Singapore has more than 450 members, representing close to 700 brands that operate more than 4,000 outlets. Our members comprise a good mix of business models such as restaurants, caterers, fast foods and food courts, with various cuisine types, thus providing a comprehensive view and opinion, with the common goal to propel the industry forward.

Since 1980, RAS has acted as a collective voice for the F&B industry and strives to advance the industry through various platforms such as bridging closer working relationships between businesses and government agencies, networking events for members, recognition and awards platforms and administering programmes to drive business success.

## **About Singapore Retailers Association**

Singapore Retailers Association (SRA) was originally founded as the Singapore Retail Merchants Association by 10 leading retailers in 1977. Today, it is the respected and collective voice of the industry and works closely with members and government agencies to advance the interests of the retail industry via insights, education and strategic collaborations. Our membership of over 360 members comprise 40% SMEs and major retail players across the different trade categories from Fashion & Accessories, Furniture and Furnishings, Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores operating out of over 3,500 stores locally. SRA's year round activities ranging from conferences and seminars, study missions, networking events for members, industry awards and recognition schemes, sales driven industry events as well as a dedicated SRA Academy for training and upskilling are aimed at enhancing business growth and talent resource."