

Media Statement

For Immediate Release



FIESTA ON A GREAT STREET 2021 RETURNS TO ORCHARD ROAD THIS JULY

Singapore, 16 July 2021 – Orchard Road Business Association (ORBA)'s *Fiesta on A Great Street* returns with a bang this July. An exciting event previously known for amazing mid-year deals and promotions, this year's *Fiesta on A Great Street* promises shoppers a good time as ORBA presents exclusive promotions on Orchard Road. Starting Monday 19 July until Sunday 8 August 2021, shoppers enjoy exclusive Mastercard® merchant privileges and a Spend & Redeem promotion exclusive to UOB Mastercard holders.

A dearly missed and highly anticipated event by shoppers and stakeholders alike, *Fiesta on A Great Street 2021* hopes to rally the support of Singaporeans for our local shopping malls amid these challenging times. ORBA wishes to encourage socially responsible shopping and dining on Orchard Road. With the gradual reopening of Phase 3 (Heightened Alert), *Fiesta on A Great Street 2021* is designed as a time for families to visit Orchard Road at their own leisure, and to shop and enjoy themselves safely and responsibly, within the constraints and limits of social gatherings in a pandemic situation.

Given this new normal, ORBA believes that shoppers can continue to shop safely and give themselves a well-deserved treat this July. The Association also seeks to spread some joy in the lives of Singaporeans as the nation continues the fight against Covid-19.

For three weeks running, special promotions by retailers such as Aldo, Polo Ralph Lauren, Max Mara, TANGS and F&B deals by Baker's Brew Cafe, béni Restaurant, Imperial Treasure Super Peking Duck, and more will be made available for locals to treat themselves or spend some quality time with their families while keeping safe.

ORBA Chairman Mr Mark Shaw said: "We believe Orchard Road retailers and stakeholders need our support now more than ever. Through *Fiesta on A Great Street*, we hope to excite shoppers and bring some vibrancy to our shops during these challenging times. With the safety measures put in place at each mall, coupled with our shoppers staying socially responsible and vigilant, we hope to create a safe shopping haven for all who visit our precinct."

"It is only through the support of Singaporeans that we can keep our beloved Orchard Road going. Together with our partners and stakeholders, we look forward to piloting and test-bedding new opportunities to enliven our *Great Street* amid an ongoing pandemic."

Exclusive Mastercard Promotions

Mastercard holders can enjoy exclusive promotions from more than thirty-five Orchard Road merchants. These include retail, dining and lifestyle deals, and are perfect for couples or families to enjoy in a safe fashion.

In addition, UOB Mastercard holders stand to enjoy further privileges at five participating malls – 313@somerset; Forum The Shopping Mall; Mandarin Gallery; Paragon; and Wheelock Place. Up to \$51,000 worth of mall vouchers will be up for redemption. UOB Mastercard holders stand a chance to receive a \$10 mall voucher with a minimum spend of \$120 with at least one (1) dining/F&B receipt, or a minimum spend of \$150 with a maximum of three (3) same-day receipts from any of the five malls. Limited redemptions are available, terms and conditions apply.

Fiesta on A Great Street 2021 is now available at www.orchardroad.org/fiesta.

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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", "Pedestrian Night" and "Night At Orchard (NAO)" 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.

From 1 April 2019, ORBA took over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall.

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 or www.facebook.com/orchardroad.sg.

About Mastercard (NYSE: MA), www.mastercard.com

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.