

Media Release

EMBARGOED TILL 9 DECEMBER 2016



ION ORCHARD AND THE CENTREPOINT WIN BEST DRESSED BUILDING CONTEST 2016

Singapore 9 December 2016 – Orchard Road Business Association (ORBA) today announced the winners of its Best Dressed Building Contest 2016, which ran from 12 - 27 November 2016. The Centrepoint won the Voters' Choice Award, while ION Orchard clinched the Judges' Choice Award.

Eight other malls received merit awards for their creative efforts – Forum The Shopping Mall, Orchard Central, orchardgateway, Paragon, Plaza Singapura, Tanglin Mall, TANGS at Tang Plaza and Wheelock Place. The annual contest saw a total of ten malls vying for the top two awards this year compared to eight the previous year.

"We thank all the participants of the Best Dressed Building Contest for their tremendous efforts in dressing up their facades and adding to the festivities on Orchard Road. Our stakeholders have enhanced the Christmas experience for visitors on this *Great Street*. We would also like to thank our judges and members of the public for their generous support. ORBA hopes that visitors will not only enjoy the visual spectacle and fun activities along Orchard Road but will also help *Spread the Joy* this Christmas season," said Mr Mark Shaw, Chairman of Orchard Road Business Association.

The Centrepoint emerged as the favourite amongst voters for its 'Christmas Clockwork Kitchen' theme, with its larger-than-life "show kitchen" manned by Gingerbread Men. Interesting features include a gumball glasshouse for visitors to climb into, a candy cane throne and a giant chocolate fountain to round up the sweetest Christmas imaginable. The Centrepoint received 5,326 out of a total of 29,845 votes registered on the OneOrchard mobile application and Orchard Road Facebook page.

"Winning the shoppers' hearts as Voters' Choice is a great way to return to the Best Dressed Building Contest after a year's break. Every detail about The Centrepoint's Christmas Clockwork Kitchen concept is about creating an experience that brings out the child in all of us. We pushed the limits and brought to life highly Instagram-able and interactive decorations, including life-sized Gingerbread Men working up a storm in the pastry kitchen. This is

our way of rewarding shoppers with fun and differentiated experiences each time they visit The Centrepoint. With the completion of the revamp and an injection of several brands that chose The Centrepoint as their first mall of entry into Singapore, we are confident that The Centrepoint will continue to excite Singapore with oven-fresh Christmas cheer,” said Ms Stephanie Ho, General Manager, Retail Properties for Frasers Centrepoint Malls.

The Judges’ Choice Award was given to ION Orchard for its ‘A Season of Resplendence’ theme, with its bedazzling 20-metre-tall Tiffany & Co. tree adorned with crystals, orbs and pearls, and accentuated by an assortment of Tiffany blue boxes. Visitors can also enter the Tiffany Box at the base of the Christmas tree and take photos with the interactive photo booth. The malls were judged for the day and night effects of their Christmas decorations as well as the use of interactive features to create an engaging experience for shoppers.

“We are delighted to win the Best Dressed Building Contest Judges’ Choice Award for two consecutive years. Every year, we provide unique and magical experiences for our visitors during Christmas. This year, in partnership with Tiffany & Co., our walk-in Christmas tree features more than 2,000 custom-designed ornaments and an interactive media booth. We also have an outdoor Christmas maze decorated with glittering ornaments, towering hedges and larger-than-life reindeer, toy soldiers and arctic penguins. All these make for terrific photo opportunities along with the Orchard Road Christmas Light-Up. On behalf of ION Orchard, I would like to thank ORBA, Tiffany & Co., our partners, loyal members and shoppers for their support,” said Mr Chris Chong, Chief Executive of Orchard Turn Developments.

Members of the public who voted for their best dressed building stand a chance to win \$150 worth of shopping vouchers in a lucky draw. The 20 lucky winners will be notified by post.

The Best Dressed Building Contest is one of the many highlights in the seven-week calendar of ORBA’s Christmas on *A Great Street* 2016. For the first time ever, Mastercard has teamed up with ComfortDelGro Taxis to knock \$5 off all taxi fares to and from participating Orchard Road malls every weekend.

Music in the Air

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.

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.

Enjoy up to 8% Rewards Mall-wide for ION+ Rewards Members

ION+ Rewards Members who spend a minimum of S\$100* spend from now until 31 Dec 2016 can enjoy up to 12% rewards if their birthday falls between 1 Nov and 31 Dec 2016.

**A maximum of 4 same-day receipts accepted. Other terms and conditions apply. Visit www.ionorchard.com for more details.*

Free \$10 Gift Cards from The Centrepoint

As a token of appreciation to the public, The Centrepoint is giving away free \$10 The Centrepoint Gift Card to the first 200 shoppers on Friday 9 December 2016. Please approach their Customer Service Counter at Level 3 for it.

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For media enquiries, please contact:

Ms Sheryl Tan Huntington Communications P L Tel: +65 6338 2993 Mob: +65 9320 1623 Email: sheryl.tan@huntington.com.sg	Ms Kan Shi Pei Huntington Communications P L Tel: +65 6338 2993 Mob: +65 9856 7848 Email: shipei.kan@huntington.com.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 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:



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