

ORCHARD ROAD BUSINESS ASSOCIATION – For Immediate Release

MEDIA RELEASE



PARTICIPATING MALLS



In conjunction with



Held on



Another project by ORCHARD ROAD BUSINESS ASSOCIATION

Shop & Be Rewarded this Rev-Up @ Orchard 2013
Orchard Road turns up the heat from 13 – 23 September 2013

Singapore, 12 September 2013 – One shopping circuit. Eight participating malls. Eleven days of thrill. Gear up for a sizzling line-up of shopping deals and street buzz during Rev-Up @ Orchard 2013, from 13 – 23 September.

Organised by Orchard Road Business Association (ORBA), this event is held in conjunction with Grand Prix Season Singapore 2013 (GPSS) as the night race rolls into town.

“With the inking of a fresh five-year contract, the Grand Prix Season is set to become a staple on Singapore’s packed events calendar for September. Likewise, the street events and shopping promotions organised by Orchard Road Business Association during the Season will Rev-Up Orchard Road and give every visitor, race-goer or not, a slice of the action. This year, the precinct will be abuzz with Formula 1 merchandise and four racecar exhibits. Shoppers will also be rewarded with the opportunity to redeem limited edition gifts created specially for Grand Prix Season Singapore 2013,” said Mrs May Sng, Chairman of Orchard Road Business Association.

Official Formula One merchandise stores, located in front of Mandarin Gallery, Wisma Atria and Orchard Green (next to Singapore Visitors Centre @ Orchard), will showcase Ferrari and Mercedes Formula One show cars. Visitors and shoppers will also be treated to an exclusive photo opportunity with a Ferrari show car and get a hands-on Formula One experience with the car simulators. The merchandise store is open from now until end September.

Rev-Up @ Orchard Merchandise Stores

Looking to purchase some Formula One memorabilia? The Grand Prix Stores located on Orchard Road will have every fan and friends of fans wanting to fill their shopping bags with souvenirs emblazoned with race emblems the likes of Red Bull, McLaren, and Ferrari. Racecar enthusiasts will be spoilt for choice with the whole array of merchandise presented in the store.

- **Urban Green Rooms (UGRs)**

From 9 August - 29 September, Grand Prix Shop Singapore transforms the UGRs in front of Wisma Atria, displaying race simulators, a Mercedes Formula One racecar and Formula One merchandise. In addition, there is a Pop-Up store for fans to grab their desired Formula One merchandise.

- **Orchard Green**

From 23 August - 30 September, Grand Prix Shop Singapore features racecar simulators, Formula One merchandise and two racecars (Ferrari and Mercedes) at this Formula One Village located next to the Singapore Visitors Centre.

Shop and Be Rewarded

To mark the occasion, this annual Orchard Road festival is back for a further run. The street will turn into a colourful world of shopping promotions at the city’s top malls including 313@somerset, Forum the Shopping

Mall, ION Orchard, Mandarin Gallery, Paragon, TANGS Orchard, Wheelock Place and Wisma Atria.

Themed “8 Malls. 1 Shopping Circuit”, the Shop @ Be Rewarded Promotion has generated much buzz over the past years and has become an annual shopping festival that visitors look forward to every September.

Spend a minimum of \$150 at any of the 8 participating malls along Orchard Road and receive a limited edition Rev-Up @ Orchard 2013 umbrella, the five in the series of collectibles since 2009. Formula One ticket holders need only spend \$120.

For further details, please refer to:

Annex A – Shop & Be Rewarded Fact Sheet;

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About Orchard Road Business Association

Since 1998, Orchard Road Business Association (ORBA) has represented the interests and welfare of businesses along Orchard Road. Through the creation of activities, business development, promotion and marketing, ORBA preserves, promotes, improves and facilitates businesses on Orchard Road.

ORBA also organises memorable events for visitors and tourists to Orchard Road, such as Christmas on *A Great Street*, Fashion Steps Out and Rev-Up @ Orchard. Christmas on *A Great Street*, classed as one of Frommer’s World’s Best Holiday Lights in 2010; Lonely Planet’s Top 10 Christmas Markets of the World in 2011; and IDA Achievements – Merit Award Winner 2012, is an annual signature event that heralds the start of the festive season here in Singapore, which many look forward to as an unforgettable experience.

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 120 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants. In 2013, the Association launched the ORBA Privilege Card, the first precinct-centric employee’s privilege initiative in Singapore that aims to benefit members’ employees and boost the profiles of Orchard Road businesses.

ORBA operates under the auspices of Singapore Tourism Board (STB) with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road’s key stakeholders. The EXCO is headed by Mrs May Sng, Executive Director of SPH Retail Property Management Services Pte Ltd (owner of Paragon) as Chairman.

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

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Annex A

Rev-Up @ Orchard 2013 Shop & Be Rewarded Fact Sheet

Time Period

Friday 13 – Monday 23 September 2013 (11 days)

Shop & Be Rewarded Gift-with-Purchase

Spend a minimum of \$150 at any of the 8 participating malls* along Orchard Road and receive a limited edition Rev-Up @ Orchard 2013 umbrella. Formula One ticket holders need only spend \$120.



Terms & Conditions for Shop & Be Rewarded Gift-with-Purchase

1. Promotion is valid whilst stocks last.
2. Redemption can be made with a maximum of 3 same-day combined receipts from the same mall.
3. Redemptions are to be made at the customer service counter in the respective participating malls.

**Participating Malls: 313@somerset, Forum The Shopping Mall, ION Orchard, Mandarin Gallery, Paragon, TANGS Orchard, Wheelock Place and Wisma Atria.*