

MEDIA RELEASE



Best Dressed Building Contest Winners Announcement

Singapore, 20 December 2013 – The wonderful season of the year just got even merrier as **Orchard Road Business Association (ORBA)** announces the winner for the Best Dressed Building Contest. For the third year running, **Orchard Central (OC)** has once again clinched the top position amid stiff competition.

Tailing closely are three other winners of the contest – **Paragon, Tanglin Mall,** and **The Centrepoint**. The highly anticipated annual contest saw 11 participating buildings vying for the top spot, all spruced up in dashing yuletide style to welcome the festive season.

“The malls’ resolve in surpassing their own past exertions is evident. With their riveting designs, the eleven participating malls have, undoubtedly, added to the festivities on Orchard Road. Their efforts have attracted many who have come specially into the precinct to admire the lights and Christmas décor,” said Mrs May Sng, Chairman of Orchard Road Business Association. “It is such collective and concerted action that makes Orchard Road *A Great Street*.”

Pulling off a hat trick this year, OC is transformed into a fanciful festive Town Square – a meeting point for the community to gather and make merry. With mosaic as the key design element, the hero of the festive décor is the OC Christmas tree – a gigantic mosaic art-piece partially made out of green recycled bottles and outlined with energy saving LED. The convivial atmosphere is heightened with the green dome, featured at the base of the magnificent Christmas tree, which allows friends and family to rest and savor the festive spirit, alongside the OC bakery and candy house.

“We are very pleased that OC is named the Overall Winner for Best Dressed Building, for the third consecutive year! This is only made possible with the continuous support of our fervent shoppers, fans and patrons. This year, the concept is to transform OC into a place where people of all ages gather to enjoy the festivity in the mall. We are delighted that our efforts this Christmas, to engage OC shoppers with quirky decorations and interactive elements, have been successful. This has spurred us to explore more new and exciting concepts to enhance the mall experience for our consumers amid this fast-moving retail landscape,” said Mr Kelvin Ling, Director and Chief Operating Officer, Retail Business Group, Far East Organization.

The three other winners of the contest were stylishly dressed in their unique yuletide themes - from a musically-inclined design concept at **Paragon**, traditional Christmas at **Tanglin Mall** to whimsical wintery Christmas at **The**

Centrepoint. While featuring notably different Christmas themes and décors, these winning buildings bring to life the Christmas cheer and joy on the *Great Street*.

As the Official Card for Christmas on *A Great Street* 2013, MasterCard® awarded **Paragon** for their display of MasterCard-related marketing materials within the mall with “**The Most MasterCard Friendly Mall**” award.

"MasterCard is constantly looking for ways to deliver priceless experiences for MasterCard cardholders and we would like to thank all the malls for creating such a wonderful atmosphere for shoppers this yuletide season. To add to the festive cheer, we hope to bring joy to needy families this holiday season by providing \$10,000 worth of MasterCard prepaid cards to the Community Chest towards the purchase of household items," said Ms Julienne Loh, General Manager, MasterCard Singapore.

Members of the public also joined in the competition, which took place from Saturday 23 November – Sunday 8 December 2013. With more than 40,000 votes registered on the free @Orchard mobile app, the exciting contest ended on a high note with six lucky winners who voted for the Overall Winner walking away with S\$500 worth of shopping vouchers each, while a total of eighteen lucky winners who voted for the three runners-up walked away with S\$250 worth of shopping vouchers each.

Public votes chalk up 20% of the total score while a panel of judges from the public sector, and from the architecture and creative industries in the private sector scored the remaining 80%.

The Best Dressed Building Contest is one of the many highlights in the six-week calendar of Christmas on *A Great Street* 2013.

Shoppers can continue to enjoy Christmas Rewards with MasterCard promotion till 5 January 2014, and be rewarded with a \$10 shopping voucher with a minimum spend of \$200 on a MasterCard Credit / Debit card at any of the 11 participating Orchard Road establishments. The MasterCard Priceless Rewards also continue to surprise shoppers with a free ride home at participating Orchard Road malls till 23 December 2013.

On the evening of 24 December 2013, visitors will be charmed by the voices of carollers from different churches around Singapore and the region at the Mass Carolling on Orchard Road. And on 25 December 2013, celebrate the 10th anniversary of Celebrate Christmas in Singapore (CCIS) at their Grand Christmas Concert commencing at 7.30pm.

For more details, please refer to:

Annex A – Media Fact Sheet

Annex B – Quote Sheet

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 and Manager of Paragon) as Chairman.

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

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