

**ORCHARD ROAD BUSINESS ASSOCIATION named recipient of a  
2014 Downtown Merit Award by the International Downtown Association  
for Fashion Steps Out @ Orchard 2014**



***For Immediate Release:***

*(Ottawa, ON Canada. 4 September 2014)*--- During its 60<sup>th</sup> Anniversary Conference and Tradeshow, the International Downtown Association recognized Orchard Road Business Association with a Downtown Merit Award for its work and initiatives related to Fashion Steps Out @ Orchard 2014.

The event, which aims at bringing fashion to the man on the street, was among 17 qualified entries in the category of Events and Programming. Submitted projects and initiatives in this category come from those organizations working to further their city centers by completing the following:

- Focused on programs and events that improved the image and vitality of downtown with events that promote downtown and attract visitors.
- Delivering projects that communicate the vision, mission, function, and achievements of the downtown or business district association.

“Orchard Road Business Association (ORBA) has always sought to create a bustling environment for our businesses as well as for visitors to the precinct,” said Mrs May Sng, ORBA Chairman. “The IDA Merit Award is an acknowledgment of our efforts. We are encouraged and look forward to creating even more vibrant and exciting events,” she added.

“Orchard Road Business Association’s project received the IDA Merit Award for delivering excellence in downtown management”, said David Downey, IDA President and CEO. “Each year the IDA Awards Jury recognizes organizations that utilize best practices in our industry. The Fashion Steps Out @ Orchard 2014 is a shining example of excellent downtown management delivering real value to the city.”

The Washington, D.C. based International Downtown Association (IDA) is a champion for vital and livable urban centers and strives to inform, influence, and inspire downtown leaders and advocates. With 500 members and thousands of friends, IDA is a guiding force in creating healthy and dynamic centers that anchor the well-being of towns, cities, and regions.

###

#### **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.

A four-member office manages ORBA’s day-to-day operations, while an executive committee comprising various stakeholders working pro-bono sets its direction and ensures that the interests of ORBA members are advocated.

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 105 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 Vice-President, Retail Property Management, SPH Ltd (Executive Director of Paragon) as Chairman.

ORBA also acts as the Place Manager of Orchard Road, assisting in its development, activities and other public issues. The Association represents members and through close collaboration with different stakeholders and authorities, addresses and resolves issues that affect the precinct.

For more information, please visit [www.orchardroad.org](http://www.orchardroad.org) or [www.facebook.com/orchardroad.sg](https://www.facebook.com/orchardroad.sg).

For further information contact:

Ms Tan Hui Yi  
Assistant Manager, Marketing  
Communications  
Tel: +65 6733 1120  
Email: [huiyi@orchardroad.org](mailto:huiyi@orchardroad.org)

Ms Adine Loh  
Deputy Executive Director  
Tel: +65 6733 1120  
Email: [adine@orchardroad.org](mailto:adine@orchardroad.org)