

Media Release

For Immediate Release

Pedestrian Night on Orchard Road A six-month pilot initiative

Singapore, 25 September 2014 – From October to March next year, a section of Orchard Road will be temporarily pedestrianised every first Saturday night of each month.

Known as Pedestrian Night on Orchard Road, this six-month pilot initiative aims to inject street vibrancy into the precinct by creating a community space with lifestyle experiences such as street tennis and mass yoga for all to enjoy.

This initiative is organised by Orchard Road Business Association (ORBA) and supported by Singapore Tourism Board (STB).

Injecting a new level of street vibrancy to Orchard Road

At each Pedestrian Night, the 660m stretch between Scotts Road and Bideford Road will be closed to vehicular traffic from 6pm to 11pm, allowing visitors to experience an array of bustling activities across the entire space on the iconic shopping boulevard. The carparks of the malls along that stretch of Orchard Road will remain fully accessible to vehicles.¹

Mrs May Sng, Chairman of ORBA, said: “Pedestrianising Orchard Road adds another dimension to our iconic precinct. Orchard Road will no longer just be a shopping belt, but a vibrant lifestyle destination with an array of exciting activities for all to enjoy. We hope that this initiative, together with our existing events such as Christmas on *A Great Street* and Fashion Steps Out, further establishes Orchard Road as the distinctive and must-visit lifestyle epicentre in Singapore.”

Pedestrian Night on Orchard Road is an initiative by ORBA and STB as part of place management efforts to invigorate Orchard Road. It also aims to create a public space for the community to come together and enjoy recreational activities at the heart of Singapore’s iconic shopping belt.

Ms Melissa Ow, the Assistant Chief Executive of Singapore Tourism Board’s Experience Development Group, said: “STB has been working closely with our precinct partner, Orchard Road Business Association, on place-making efforts to ensure Orchard Road stays relevant and competitive. We are therefore pleased to support ORBA as they pilot this Pedestrian Night initiative, which is set to inject a whole new level of street vibrancy to Orchard Road. Transforming the road into a shared public space will allow the community to come together and experience Orchard Road in a different way over the monthly series of free leisure activities.”

¹ Tong Building’s carpark will be closed as it does not operate on Saturday nights.

An exciting line-up of innovative street activities for Pedestrian Night

The inaugural Pedestrian Night on 4 October will feature Tennis Pops Up @ Orchard Road, an event in celebration of the upcoming BNP Paribas WTA Finals Singapore presented by SC Global (WTA Finals). The WTA Finals will take place at the Singapore Sports Hub from 17 to 26 October. Organised by STB, Tennis Pops Up @ Orchard Road will include mini tennis courts for all to try their hand at street tennis, as well as a full-sized tennis court featuring demonstrations by Singapore's pro players. Public can also participate in a range of action-packed tennis-related drills and games.

Attendees will also get to witness top Singapore junior players pit their skills against one another at a Mini Tennis Tournament. Visitors can also enjoy a variety of activities from face painting, tennis target practice, fastest serve challenges to spinning a prize wheel for a chance to win exclusive tennis paraphernalia and live music by local bands.

On 1 November, technical athletic apparel brand, lululemon athletica, will host 3,000 yoga practitioners during Pedestrian Night on Orchard Road. Participants can practise with a renowned global yoga instructor and enjoy performances delivered by a roster of local musicians and talents.

Visitors to Orchard Road can also expect a Christmas-themed carnival on Orchard Road in December.

More details of subsequent events will be shared at a later date.

Road closure and traffic diversion details for Pedestrian Night

To ensure a smooth transition for Pedestrian Night, ORBA will be tapping into their past event experience with Fashion Steps Out and Christmas on *A Great Street*. Traffic and crowd control measures will be put in place with directional signages to guide motorists. Traffic advisories will also be disseminated to the public and road marshals will be deployed for security and crowd management. More information on traffic diversions and alternative access routes for vehicles in the area are available on www.orchardroad.org and @Orchard Mobile App.

ORBA will monitor this pilot initiative closely in terms of impact, and will evaluate feedback from the public, all major stakeholders as well as relevant government agencies before reviewing the long term plans for Pedestrian Night. Members of the public can email pedestriannight@orchardroad.org to share their feedback and suggestions for other events for the initiative.

For more information on traffic diversions and alternative access routes, please refer to the map in Annex I.

For media enquiries, please contact:

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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.

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 108 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.

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

Tennis Pops Up @ Orchard Road

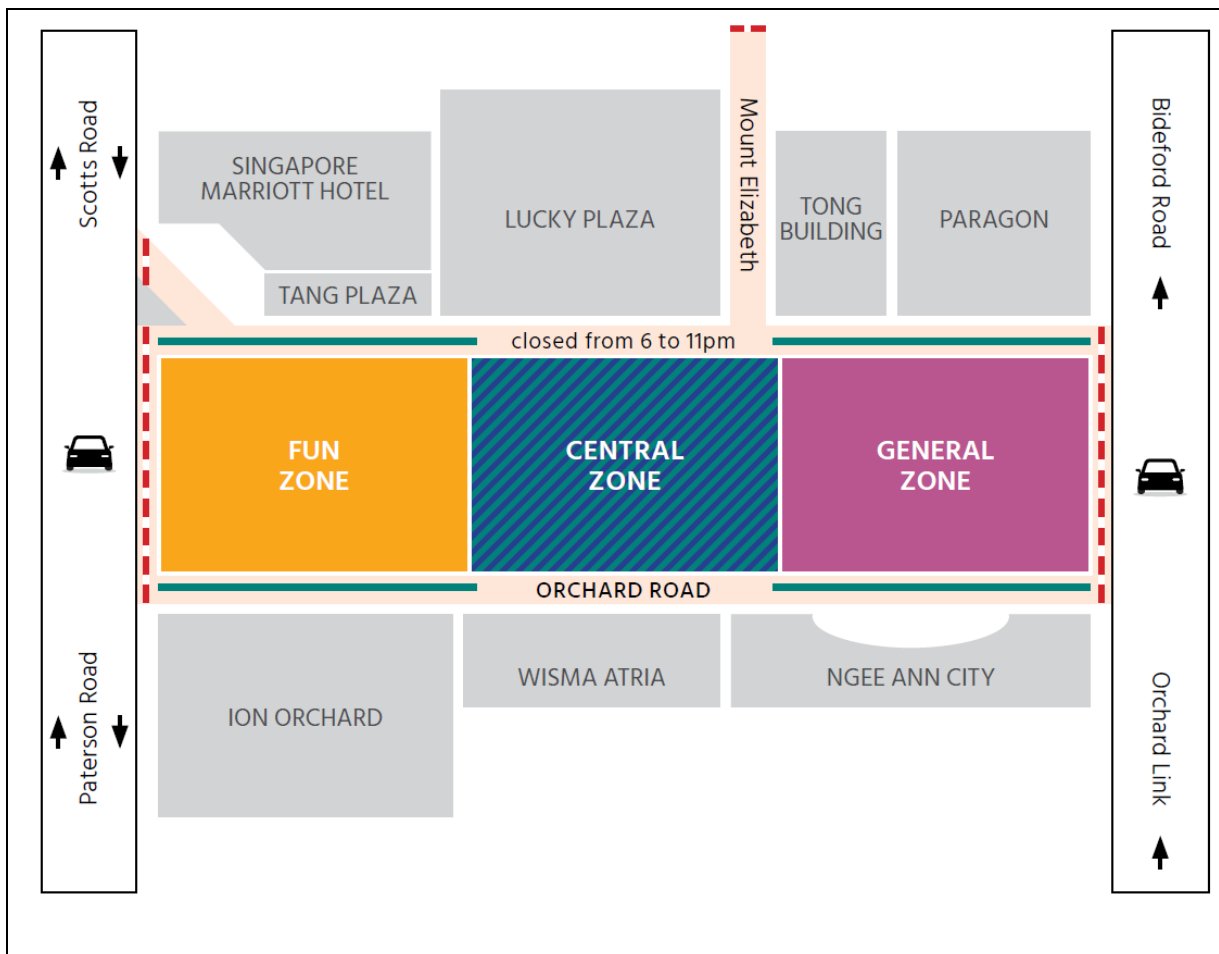
About the Event

The Singapore Tourism Board (STB) is proud to present Tennis Pops Up @ Orchard Road as part of a pilot project to pedestrianise Singapore's busiest shopping strip. Held in anticipation of the BNP Paribas WTA Finals Singapore presented by SC Global (WTA Finals) (17-26 October), Tennis Pops Up @ Orchard Road will transform part of the iconic retail stretch into a tennis extravaganza.

Conveniently located on the main straight of Orchard Road, Tennis Pops Up @ Orchard Road will offer a wide variety of tennis related events and activities with the aim of introducing and promoting tennis as a sport for all – the activities are suitable for audiences of all ages and tennis proficiencies. The event is for anyone keen to be a part of the WTA Finals tennis fever sweeping Singapore in October!

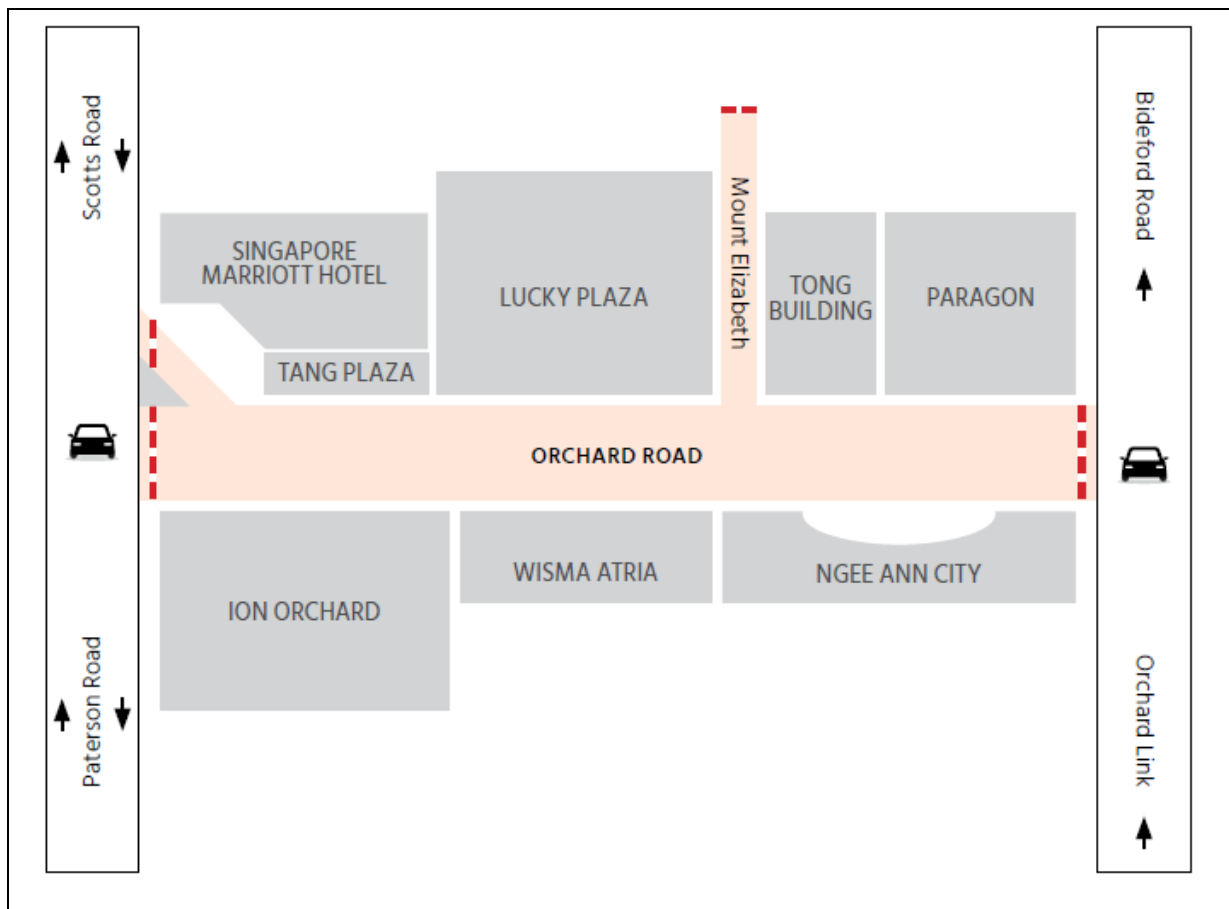
Savitar Pte Ltd is the appointed event organiser of Tennis Pops Up @ Orchard Road.

Date Saturday 4 October 2014
Time 7.30pm - 9.30pm (programme schedule will be released soon)
Venue Between ION Orchard - Ngee Ann City and Paragon - Tangs (660 metres)



ZONE	ACTIVITIES
Fun Zone	<p>14 Activity Booths:</p> <ul style="list-style-type: none"> • Fastest Serve • Round the World • High Score • Target Shooting • Face Painting / Balloon Sculpting • Photo Booth • Prize Wheel • Target Hitting • Wii Tennis • Sports Challenge Bouncy Castle • ... and many more! <p>10 Mini Open Courts:</p> <ul style="list-style-type: none"> • Modified tennis courts, smaller rackets and softer balls available for people of all ages and tennis proficiencies to try their hand at street tennis • Professional coaches on hand to offer free tennis coaching and to supervise all on-court activities
Adult Zone	<p>Exhibitions:</p> <ul style="list-style-type: none"> • Tennis showcase demos by Singapore’s pro players • The Mini Tennis Tournament will be in action and audiences can witness up-and-coming juniors (aged 9-12) battling it out on court <p>Interactive Activities:</p> <ul style="list-style-type: none"> • Tennis Fit, a social, tennis based fitness activity promising a heart pumping workout • High-intensity and action-packed choreographed drills and games
Central Zone	<p>Talented performers including local band Jack and Rai, as well as sporty freestyle performers, the Freestylers, will keep audiences entertained throughout the evening.</p> <p>Also, look out for Nila the SEA Games Lion who will be making an appearance!</p>

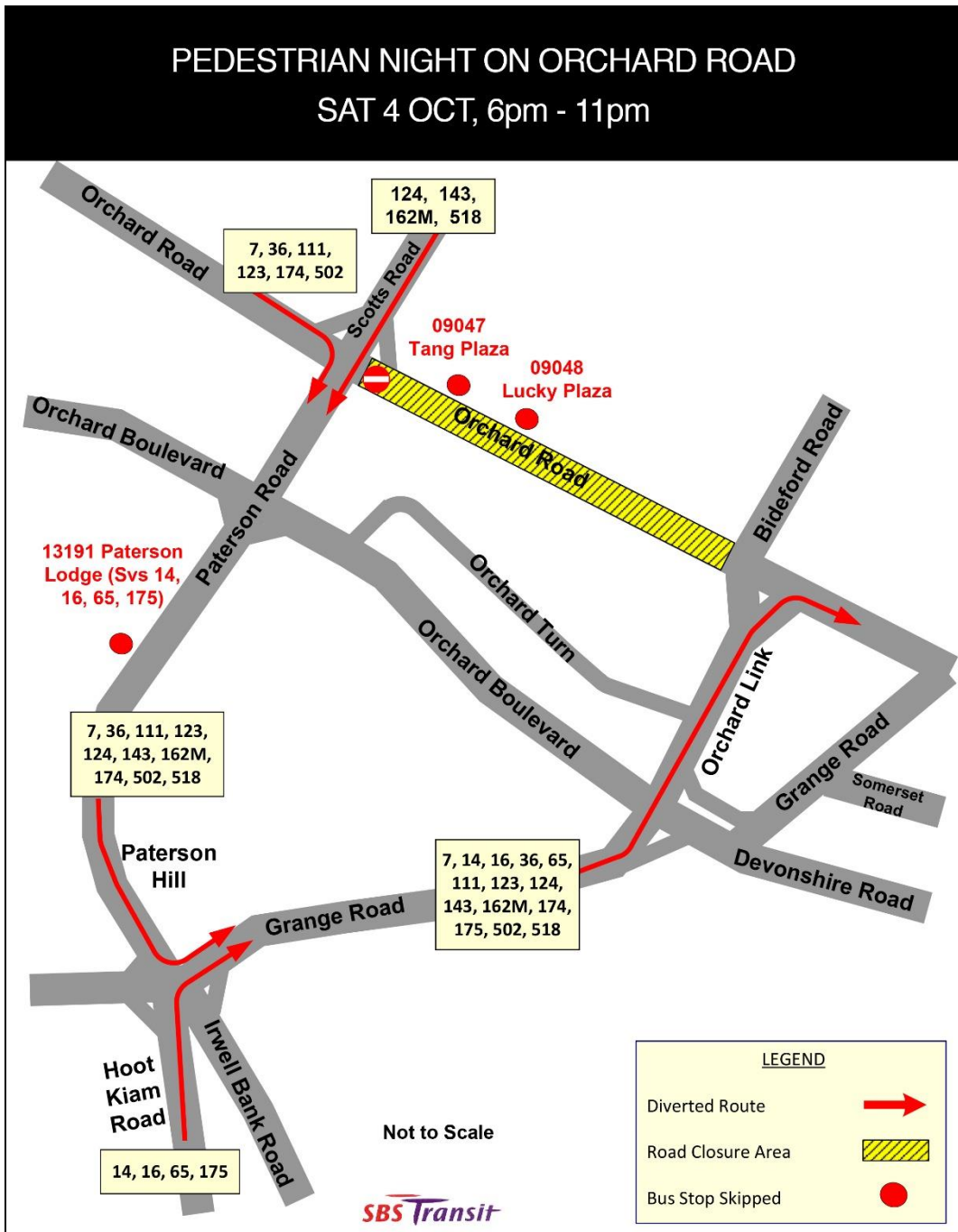
**ANNEX I
PEDESTRIAN NIGHT CLOSURE MAP**



- Entry and exit to all operating carparks are not affected. The ingress and egress to all the carparks in the malls remain fully accessible.
- Orchard Road remains accessible via train services.
- For drivers, entry to Orchard Road via Grange Road.

PUBLIC BUS SERVICE DIVERSIONS

a) SBS Transit buses



b) SMRT Buses

