



Orchard Road Business Association – For Immediate Release

MEDIA RELEASE

Celebrate Earth Hour @ Orchard Road 2011

Earth-saving efforts see more than 100 malls, retailers, and hotels in a united pledge against combating climate change

Singapore, 17 March 2011 – Join over a hundred Orchard Road malls, retailers and hotels in an unprecedented move to fight climate change by going beyond the hour during Earth Hour this year!

Orchard Road Business Association (ORBA) has rallied more than 30 buildings and over 70 retailers on Orchard Road to switch off their façade lights, media walls as well as other non-essential store lights, for more than an hour from 8.30pm onwards on Saturday 26 March 2011 – in line with the “60 +” going beyond the hour message of Earth Hour 2011.

The inaugural event, “Celebrate Earth Hour @ Orchard 2011” will also see members of the public being invited to join in the pledge at “Light of Hour” by lighting tealights at any of the 20 lighting stations along the pedestrian mall of Orchard Road from ION Orchard to 313@somerset.

In addition to witnessing *A Great Street* being transformed into a sea of tealights from 8 – 10pm, visitors can also look forward to a host of in-mall promotions and outdoor street performances along the entire shopping belt. A Countdown Ceremony will be staged from 8.15pm in front of Wisma Atria. Visitors will witness the climactic moment as Orchard Road changes out of its glitzy outfit for a good cause at 8.30pm.

Guest-of-Honour at the Countdown Ceremony is Mr Baey Yam Keng, Member of Parliament for Tanjong Pagar GRC. He will be accompanied by ORBA’s Chairman Mrs Sng Ngoi May, YTL Corporation’s Managing Director Tan Sri Dato’ (Dr) Francis Yeoh, and YTL Singapore’s Executive Director Ms Ruth Yeoh. Also gracing the occasion are Mrs Wong Sioe Hong (Vice-Chairman, ORBA), Ms Yvonne Goh (Board Member of World Wide Fund for Nature – Singapore), and Mr Andrew Phua (Director of Precinct Development, Singapore Tourism Board).

During the “Light of Hour” from 8pm, members of the public can light a tealight as a symbolic act and pledge towards adopting a more eco-conscious lifestyle, and at the same time, illuminate a spark of hope amid sobering climate threats.

“This year we move from observing Earth Hour to celebrating beyond the hour. We encourage all fellow Singaporeans and our foreign friends to switch off their lights at home

Orchard Road Business Association

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or wherever they are and head down to Orchard Road to join in the celebration of this initiative,” said Mrs Sng Ngoi May, Chairman of ORBA.

Celebrate Earth Hour @ Orchard 2011 is not fun and play; it is an initiative to mark the recognition of our grave climate threat.

“Our businesses are recognising the role we play in combating climate change. Our lobbying influence is substantial, and if united in large numbers, we can send out a significant signal. Though we may not all agree on the extent of what we can do, we certainly cannot afford the risk of inaction,” said Mrs Sng.

“For Celebrate Earth Hour @ Orchard to create a lasting impact, we must make sure that its message is conveyed to our next generation and ORBA has partnered Young NTUC and two other tertiary student groups to reach out to our youths,” added Mrs Sng.

YTL Corporation is the presenting sponsor of Celebrate Earth Hour @ Orchard 2011. “YTL pioneered and led in the celebration of Earth Hour in Malaysia in 2009, but this is the first time we are presenting a street event to mark Earth Hour in Singapore. We are very pleased to partner ORBA to bring this inaugural event to the iconic Orchard Road as it stands for what YTL has been passionately advocating over the last decade - environmental protection, energy efficiency and contribution to sustainable development. The ‘Light of Hour’ event will send a strong message to everyone that the time for discussion is over and it is now time to take action,” said Ms Ruth Yeoh, Executive Director, YTL Singapore.

Apart from Young NTUC, also partnering ORBA in this event are student groups Earthlink from Nanyang Technological University and The Environmental Ranger Society from Ngee Ann Polytechnic. Volunteers from these three youth groups will be spreading eco-friendly messages and assisting members of the public to light tealights at the various lighting stations.

“Environmental concerns are amongst the highest priority to young people all over the world. This is also true in Singapore. Young NTUC is happy to be able to have our young activists join in and lend their support in spreading the message that Celebrate Earth Hour @ Orchard carries,” said Mr Steve Tan, Executive Secretary of Young NTUC.

Orchard Road stakeholders’ participation in this year’s suite of Earth Hour initiatives has outshone last year’s. Leading the change this year, some ORBA stakeholders have pledged to set their buildings’ air-conditioning at 24°C - the focus for Earth Hour 2011.

Earth Hour, organised by World Wide Fund for Nature (WWF), is one of the largest mass participation campaigns that encourage countries and cities to switch off their lights for just one hour. This simple act sends out a powerful and urgent message that everyone can make a difference in combating climate change. Members of the public will be able to contribute to WWF Singapore’s environmental causes by making cash contributions into donation boxes that will be made available during Celebrate Earth Hour @ Orchard 2011.

For further details, please refer to:

Annex A – Event Fact Sheet; and

Annex B – List of participating stakeholders and locations of Light of Hour stations.

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About Us

About Orchard Road Business Association

Orchard Road Business Association (ORBA) was formed in 1998 under the auspices of the Singapore Tourism Board (STB). ORBA represents the interests of Orchard Road stakeholders and also non-stakeholders who have an affiliation to lifestyle business along Orchard Road. ORBA preserves, promotes, improves and facilitates businesses on Orchard Road. Members include the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

Some of Orchard Road's key players are represented in the Executive Committee (Exco), to which the administration of ORBA is entrusted. The Exco is headed by Mrs Sng Ngoi May, Executive Director of Orchard 290 Pte Ltd (Owner and Manager of Paragon Shopping Centre) as Chairman.

For more information, please visit www.orchardroad.sg.

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About YTL Corporation Berhad

YTL Corporation Berhad is an integrated infrastructure developer with a global footprint that spans across Asia, the Middle East, Europe and Australia. Specific to Singapore, the Group's businesses include PowerSeraya, a diversified Energy Company, and Starhill Global REIT, which holds interest in Wisma Atria and Ngee Ann City on Singapore's Orchard Road. It is also the developer behind the villa collections on Sandy Island and Kasara the Lake in Sentosa Cove. A strong advocate of corporate environmental stewardship (a founding tenet across their global operations), the YTL Group has led several initiatives including a dedicated fellowship fund for Asia – the YTL Fellowship for a Rare Planet - a US\$2 million fund for Rare foundation to educate leaders who will lead environmental conservation activities in the region. YTL previously pioneered Earth Hour celebrations in Malaysia in 2009 and also launched the highly successful Climate Change Week in the country.

About Young NTUC

Young NTUC is the youth wing of the National Trades Union Congress (NTUC), catering to working people below 35 years old. Our activists join us because they want to make a difference. Making a difference be it they to themselves, their families, society or the world, we give them the platform. Through this platform, our members can now help make the world a better place to live in, one programme at a time.

Annex A

Event Fact Sheet



Celebrate Earth Hour @ Orchard 2011 is held on Saturday 26 March 2011, from 8pm - 10pm. The main activity area is located in front of Wisma Atria, Ngee Ann City / Takashimaya S.C., and in front of participating malls.

Program Outline (Stage in front of Wisma Atria)

- 8.00pm Outdoor performances
Members of public start lighting tealights
- 8.20pm Arrival of Guest-of-Honour and VIPs
- 8.29pm Countdown and Lights-off
- 8.30pm Guest-of-Honour and VIPs visit Light of Hour stations
Outdoor performances continue in front of Wisma Atria
- 10.00pm End of event

Presenting Sponsor



Organised by



Partner



In support of



Annex B**List of Orchard Road stakeholders participating in Celebrate Earth Hour @ Orchard 2011**

1. 313@somerset
2. Forum The Shopping Mall
3. Four Seasons Hotel Singapore
4. Grand Park Orchard
5. Holiday Inn Singapore Orchard City Centre
6. ION Orchard
7. Mandarin Gallery
8. Mandarin Orchard
9. Metro Paragon
10. Ngee Ann City
11. Orchard Central
12. Orchard Parade Hotel
13. Palais Renaissance
14. Paragon
15. Plaza Singapura
16. The Quincy Hotel
17. Royal Plaza on Scotts
18. Shaw House
19. Singapore Marriott Hotel
20. Singapore Visitors Centre @ Orchard
21. The St. Regis Singapore
22. Tang Plaza
23. TANGS Orchard
24. The Atrium @ Orchard
25. The Centrepont
26. The Heeren
27. Topshop / Topman at Knightsbridge
28. Traders Hotel, Singapore
29. Wheelock Place
30. Wisma Atria
31. *SCAPE

Locations of the 10 Light of Hour cum Pledging stations in front of shopping malls

1. 313@somerset
2. Grand Park Orchard
3. Topshop / Topman at Knightsbridge
4. ION Orchard
5. Mandarin Gallery
6. Metro Paragon
7. Ngee Ann City
8. Paragon
9. The Heeren
10. Wisma Atria

Locations of the 10 Light of Hour stations at Urban Green Rooms (UGR)

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|-----|--------|---|-------------------------|
| 1. | UGR 7 | - | in front of ION Orchard |
| 2. | UGR 9 | } | Near Wisma Atria |
| 3. | UGR 10 | | |
| 4. | UGR 13 | | |
| 5. | UGR 14 | | |
| 6. | UGR 16 | } | Near Ngee Ann City |
| 7. | UGR 18 | | |
| 8. | UGR 20 | | |
| 9. | UGR 23 | | |
| 10. | UGR 25 | | |

Locations of WWF-Singapore Donation Boxes

1. 313@somerset
2. Grand Park Orchard
3. ION Orchard
4. Mandarin Gallery
5. Paragon
6. Wisma Atria

“Green and Gorgeous” Earth Hour Fashion Party

To raise the awareness of eco-fashion among women, the trend-setting eco mall 313@somerset is holding a fun and rewarding event where shoppers can refresh their wardrobe without spending a single cent! Shoppers get to swap pre-loved items with other participants at the main event of the fashion party – the Fashion Swap, and gain new insights through the Green & Gorgeous Fashion Facts Display and Eco-Fabulous Beauty Talk.

Date	26 March
Time	5 – 8pm (3 slots: 5–6pm; 6–7pm; and 7-8pm)
Venue	Sky Terrace, 313@somerset
Admission	Free – registration required for Fashion Swap (females aged 18 and above)

Registration can be done online or at the Concierge of 313@somerset. To qualify for the party, each participant must submit photos of 5 fashion items (clothes, accessories or shoes) for the party’s main event – the Fashion Swap. 313@somerset will select up to 100 participants with the best items for the Fashion Swap.

Fashion Reglammed! @ Wisma Atria

Wisma Atria presents a unique showcase of fashion-forward pieces created by students from Raffles Design Institute (RDI) from past seasons’ collections. One of the 10 fashion pieces will be selected as the winning design by a panel of judges (80%) and through public voting (20%). One lucky voter stands to win a Debonair Ring worth more than \$1,500 from Lee Hwa Jewellery.

Date	26 March – 8 May (Closing Ceremony on 29 April)
Venue	Wisma Atria Level 1 Atrium

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