

Media Statement

For Immediate Release

**ORBA BRINGS FESTIVE CHEER TO ORCHARD ROAD WITH
HYBRID CHRISTMAS LIGHT-UP AMID COVID-19**

Singapore, 5 October 2020 – The Orchard Road Business Association’s (ORBA) Christmas on *A Great Street* returns to Orchard Road as a hybrid Christmas Light-Up this year, with the theme “Love This Christmas”. In its 37th year, the annual event kicks off on 13 November 2020 with a closed-door Christmas Light-Up Ceremony. The public can enjoy the precinct’s dazzling display of lights and decorations, both physically and virtually, till 1 January 2021. For the first time ever, the public can “drive” along the 2.88-kilometre stretch from Tanglin Mall to Dhoby Ghaut, including Scotts Road, in an all-new virtual 360° tour accessible from Singapore and around the world.

This year’s Christmas Light-Up theme, “Love This Christmas”, is a reminder that no physical distance should stop anyone from showing love to those they care about. The Light-Up this year is also dedicated to frontliners, in recognition of their contributions and sacrifices. ORBA hopes the Light-Up, which is part of the [SingapoRediscover](#)¹ campaign, will lift the spirits of Singaporeans as they celebrate the festivities with their loved ones amid the challenging COVID-19 pandemic.

Feel the Christmas spirit along Orchard Road, with decorative streetlights and baubles adorning the streets. Brightly-lit snowflakes intertwined with mistletoe and hollies in white, gold and blue will be strung across the sub-precincts of Somerset, Orchard and Tanglin, while Christmas ornaments and white and gold baubles will hang from trees and lampposts that line the boulevard. Taking centre stage is a shimmering main arch adorned with a gigantic blue ribbon and festooned with glittering reindeer and hollies, at the Orchard-Paterson Road junction.

This year’s Christmas on *A Great Street* will be calibrated to minimise the risks of crowds gathering to ensure the health and safety of the public. There will be no *Great Christmas Village*, which in previous years served as the hub for street food, amusement rides, games and performances.

ORBA Chairman Mr Mark Shaw said: “Christmas on *A Great Street* is an event that many look forward to every year as it brings people together to celebrate the holidays and season of giving. We are grateful to be able to continue

¹ SingapoRediscover, a joint campaign launched in July by STB, Enterprise Singapore and Sentosa Development Corporation, supports local lifestyle and tourism businesses by encouraging locals to uncover hidden gems, stories and experiences in Singapore.

this long-established tradition, albeit on a more modest scale.

“We believe it is important to lift up spirits as we wrap up a very challenging year, and encourage people to share love and joy with family and friends, as well as their appreciation for our frontline heroes, not just in healthcare but in other industries, all of whom have worked tirelessly to protect us and keep the economy going during the pandemic.”

ORBA will once again collaborate with the Community Chest to stage the closed-door Light-Up Ceremony, which will be officiated by President Mdm Halimah Yacob, at ION Orchard. Those at home can watch the livestream on Community Chest’s Facebook page and YouTube Channel.

In the spirit of the season, ORBA will continue to collaborate with Lions of Healthcare and other partners on an initiative to recognise the contributions of frontline workers including healthcare personnel, security guards, delivery staff and teachers, offering them promotions for shopping, dining and services. More information will be featured on the official Christmas on *A Great Street* microsite in November 2020.

“These are our heroes and we would like to extend our heartfelt thanks for their valiant efforts to keep us safe as we go about our daily lives. We hope they will be able to enjoy their downtime this Christmas by enjoying the lights on Orchard Road with some treats from ORBA members as a gesture of our appreciation,” Mr Shaw explained.

Visitors can also nominate a frontline hero by sharing an inspiring story of resilience on Christmas on *A Great Street*’s microsite and stand a chance to win prizes for themselves and their heroes.

Ms Ranita Sundra, Director, Retail and Dining, Singapore Tourism Board, said: “Christmas On *A Great Street* is a much-loved annual highlight for Orchard Road. As we continue to tackle COVID-19, we hope this year’s edition will continue to delight locals, as well as overseas fans watching from home. For those who can be there in person, do take the time to explore Orchard Road and rediscover its retail and lifestyle offerings safely and responsibly.”

Hitachi Asia Ltd. is once again the Main Sponsor for Christmas on *A Great Street*, a role they are taking up for the 30th consecutive year.

Mr Kojin Nakakita, Chairman of Hitachi Asia Ltd., said: “Hitachi is honoured to once again be the Main Sponsor for the annual Christmas on *A Great Street*. This will be the 30th year that we are sponsoring this highly anticipated

event. It is also Hitachi's 110th anniversary this year, and this annual collaboration has been a cornerstone in our efforts to give back to society. Despite facing a difficult situation due to COVID-19, we remain very much committed to being a part of this yearly event. In such dire times, we hope to boost the spirits and confidence of the people and continue in our pursuit of powering good for years to come."

For the eighth year running, ORBA is also teaming up with Mastercard®, the Official Card for Christmas on *A Great Street 2020*, on a precinct-wide Christmas Rewards campaign. From 13 November – 24 December 2020, the first 100 Mastercard shoppers who spend \$300 each week at any of the 12 participating malls are eligible to receive \$30 mall vouchers, which can be redeemed with a maximum of five same-day receipts from the same mall.

The 12 participating malls are:

1. 313@somerset
2. Forum The Shopping Mall
3. Mandarin Gallery
4. Ngee Ann City/Takashimaya Shopping Centre
5. orchardgateway
6. Orchard Central
7. Palais Renaissance
8. Paragon
9. Scotts Square
10. The Centrepoint
11. Wheelock Place
12. Wisma Atria

Deborah Heng, Country Manager, Singapore, Mastercard, said: "As the world wraps up a challenging year, the festive season is an opportunity to bridge both physical and emotional distances by bringing the Christmas spirit to close family and friends. Mastercard is honoured to be the official payments partner for Christmas on *A Great Street* for the eighth consecutive year, and is pleased to offer cardholders with priceless rewards when they shop at their favourite malls this holiday season. This will add a little joy to their celebration, as they share precious moments with their loved ones."

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About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", "Pedestrian Night" and "Night At Orchard (NAO)" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

From 1 April 2019, ORBA has also taken over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall.

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 more than 110 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels, and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw (Director of The Shaw Organisation Pte Ltd) as Chairman.

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

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven ASEAN countries - Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam - the company is focused on its Social Innovation Business to answer society's challenges. Hitachi Asia and its subsidiary companies offer a broad range of information & telecommunication systems, power systems, social infrastructure & industrial systems, electronic systems and equipment, construction machinery, high functional materials and components, automotive systems, home appliances and others. For more information on Hitachi Asia, please visit the company's website at <https://www.hitachi.com.sg>.

About Mastercard (NYSE: MA), www.mastercard.com

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com | Follow us: facebook.com/STBSingapore or twitter.com/stb_sg

MEDIA FACTSHEET



**Christmas on
*A Great Street***

CHRISTMAS ON A GREAT STREET 2020

Venue	Orchard Road
Theme	Love This Christmas
Period	Fri 13 Nov 2020 – Fri 1 Jan 2021
Time of Light-Up	<ul style="list-style-type: none"> • 6.30pm – 12am Sundays to Thursdays • 6.30pm – 2am Fridays and Saturdays • 6.30pm – 6am Christmas Eve and New Year's Eve
Organiser	Orchard Road Business Association
Main Sponsor	Hitachi Asia Ltd.
Official Card	Mastercard®
Official Hotel	Mandarin Orchard Singapore
Supported by	Singapore Tourism Board and SingapoRediscover

TECHNICAL INFORMATION

Item	Quantity
Total length of Christmas Light-Up	3.1km Tanglin Mall to Plaza Singapura (including Scotts Road)
Height of Main Arch	14m
No. of Overstreet Decor	80 sets
No. of Lamp post Decoration lighting	171
No. of Hitachi logos	178
Total man hours (amt of time x no. of people) spent to produce the Christmas decorations	68,200 man hours
Total man hours (amt of time x no. of people) spent to put up the Christmas decorations on Orchard Road	10,300 man hours

CHRISTMAS ON A GREAT STREET 2020

MAIN ARCH

The main arch of Orchard Road, measuring 14 metres in height, is located at the junction of Orchard Road – Scotts Road. An enormous gift box wrapping sits atop the 14-metre tall structure, inviting visitors of Orchard Road to experience the *Love This Christmas*.



CHRISTMAS DÉCOR IN NEW SHOWCASE FORMAT

Across 3 zones in the precinct, namely Tanglin, Orchard and Somerset will be a decorative web of intertwined hollies and mistletoes in various hues.



CHRISTMAS REWARDS WITH MASTERCARD®

Item	Description
Promotion Period	Fri 13 November – Thu 24 December 2020
Promotion Mechanics	The first 100 Mastercard shoppers who spend \$300 each week at any of the 12 participating malls stand to receive \$30 mall vouchers, which can be redeemed with a maximum of five same-day receipts from the same mall.
Participating Malls	<ol style="list-style-type: none"> 1. 313@somerset 2. Forum The Shopping Mall 3. Mandarin Gallery 4. Ngee Ann City/Takashimaya Shopping Centre 5. orchardgateway 6. Orchard Central 7. Palais Renaissance 8. Paragon 9. Scotts Square 10. The Centrepoint 11. Wheelock Place 12. Wisma Atria
Terms & Conditions	<ul style="list-style-type: none"> • A maximum of 5 same-day receipts from the same mall is required to qualify for 1 redemption. • Excludes bill payments, medical/dental consultation, currency exchange, purchase of air tickets, SISTIC tickets and shopping vouchers. • Limited to the first 100 Mastercard cardholders per week per mall from: <ul style="list-style-type: none"> Week 1: Fri 13 Nov – Thu 19 Nov 2020; Week 2: Fri 20 Nov – Thu 26 Nov 2020; Week 3: Fri 27 Nov – Thu 3 Dec 2020; Week 4: Fri 4 Dec – Thu 10 Dec 2020; Week 5: Fri 11 Dec – Thu 17 Dec 2020; and Week 6: Fri 18 Dec – Thu 24 Dec 2020. • Other terms & conditions apply. For more information, please visit christmas.orchardroad.org.

- END OF MEDIA FACT SHEET -

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COMMUNICATIONS

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