

Media Statement

For Immediate Release



SHOP & EARN WITH AMERICAN EXPRESS ON ORCHARD ROAD

Singapore, 23 September 2021 – Together with American Express (Amex), Orchard Road Business Association (ORBA) introduces the first-of-its-kind “Shop & Earn with Amex on Orchard Road” for all who visit our beloved precinct.

Following the recent success of *Fiesta on A Great Street 2021*, we are excited to launch an inaugural collaboration with Amex so shoppers get even more bang for the buck through their everyday spending.

As we cautiously open up in these uncertain times, we believe that shoppers can practice responsible social distancing even whilst shopping and dining on Orchard Road. The exciting five-week promotion runs from Friday 24 September until Sunday 31 October 2021 and takes place across five selected malls: Forum The Shopping Mall, ION Orchard, Ngee Ann City, Paragon and TANGS at Tang Plaza.

ORBA Chairman Mr Mark Shaw said: “ORBA believes that these exclusive promotions go some way in providing the platform and support that stakeholders need, as well as give our shoppers another reason to visit Orchard Road. Our previous campaigns have shown us that even during these times, shoppers and diners can enjoy themselves while staying socially responsible. We continue to seek out new programmes that can enliven our precinct, support our stakeholders, and keep our *Great Street* vibrant.”

Exclusive American Express Offer

From now till 31 October 2021, American Express Card Members can simply save this offer to their Cards in the Amex mobile app and enjoy a S\$200 statement credit with a minimum spend of S\$6,000 across stores within one of the FIVE (5) participating Orchard Road malls: Forum The Shopping Mall, ION Orchard, Ngee Ann City, Paragon and TANGS at Tang Plaza*.

*This promotion is open to individuals who hold personal basic or supplementary Cards issued in Singapore by American Express International Inc. only. It excludes American Express Corporate Cards and American Express Cards issued by Citibank, DBS Bank and United Overseas Bank. Other terms and conditions and apply.

Shop & Earn on Orchard Road and Amex is now available at www.amex.co/orchardmalls.

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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 took 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.