

Orchard Road Business Association was named recipient of a 2016 Downtown Merit Award by the International Downtown Association for Pedestrian Night on Orchard road

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Singapore September 26, 2016 -- During its 62nd Annual Conference and Tradeshow in Atlanta this week, the International Downtown Association (IDA) recognized Orchard Road Business Association (ORBA) with a Certificate of Merit award for its work and initiatives related to Pedestrian Night on Orchard road.

The event, which aims at injecting vibrancy into the shopping district by creating an integrated community space with various street activities, was among 16 qualified entries in the category of Events and Programming. This category features programs and events that improved the image and vitality of downtown with events that promote downtown and attract visitors and projects that communicate the vision, mission, function, and achievements of the downtown or business district association.

“ORBA is heartened to receive this recognition from IDA,” said Mr Steven Goh, ORBA Executive Director. “The Award is seen as an acknowledgment of our place-making efforts for Orchard Road. We are encouraged and look forward to creating even more vibrant and exciting events for our visitors,” he added.

“Orchard Road Business Association’s project received the IDA Certificate of Merit for conducting best practice work in our industry of urban place management,” said David Downey, IDA President and CEO. “The Pedestrian Night on Orchard Road is a shining example of excellent downtown management delivering real value to the city.”

Washington, D.C.-based IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Orchard Road Business Association is the urban place management organization representing the interests of property owners and businesses on Orchard Road.

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", and "Pedestrian Night" 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.

Membership is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle businesses along Orchard Road. ORBA currently has more than 115 members (as at time of print), including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

The organisation comprises a seven-member office that manages the daily operations and an executive committee of various key stakeholders working pro bono to set its direction and uphold the interests of ORBA members. It operates under the auspices of the Singapore Tourism Board. The EXCO is headed by Mr Mark Shaw, Executive Vice-President of Shaw Organisation, as Chairman.

For more information, please visit www.orchardroad.org or the links below:



About IDA

The International Downtown Association is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management. For more information, visit downtown.org or follow us on [Twitter](#) and [Facebook](#).

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