

Media Release

For Immediate Release



ORCHARD ROAD BUSINESS ASSOCIATION LAUNCHES CHRISTMAS LIGHT-UP 2015

- *Christmas lights will be lit from 14 November 2015 - 3 January 2016*
- *New Orchard Road mobile application, OneOrchard, will be launched*
- *Plethora of Christmas activities and performances planned for festive season*

Singapore, 12 November 2015 – Orchard Road Business Association (ORBA) will launch its annual Christmas Light-Up this Saturday, 14 November 2015. The official Light-Up Ceremony will be officiated by His Excellency President Tony Tan Keng Yam.

ORBA, with the support of the Singapore Tourism Board (STB), has come up with a truly unique creative design for the Christmas baubles and set pieces, which will be displayed from 14 November 2015 to 3 January 2016. Visitors can look forward to celebrating the festive season in an atmosphere of merriment along Singapore's *Great Street* of fun, food and fashion which will be transformed into a magical world of kaleidoscopic displays.

This year's creative concept is produced by local artiste Dick Lee and renowned designer Yang De Rong. The theme revolves around bells and baubles, transforming Orchard Road into a magical world arrayed in glistening ornaments. Delightful set pieces, including a 4-metre-high box of Christmas delights, will be adorning the street, making it a truly unique and enchanting place to celebrate the season of giving and sharing.

In annual tradition, ORBA is partnering the National Council of Social Service to organise this year's Christmas Light-Up Ceremony, which will also mark the start of Community Chest's year-end charity drive. 130 student volunteers from Republic Polytechnic will distribute multi-coloured light sticks to members of the public on the night of the light-up. ORBA will pledge \$1 to Community Chest for every light stick given out.

ORBA Chairman Mr Mark Shaw said, "We are delighted to welcome the festive spirit to Orchard Road again this year. ORBA is thrilled to present visitors with an amazing spectacle of colours and crafted creations that will adorn our *Great Street*. We are truly grateful to our sponsors for their continued support in making this year's Christmas Light-Up a resounding success."

The light-up is part of Christmas on *A Great Street*, supported by Main Sponsor Hitachi Asia Ltd., Official Card MasterCard® and Singapore Tourism Board.

Mr Ichiro Iino, Chief Executive for Asia Pacific, Hitachi, Ltd. said, "This is a year of particular significance as Singapore celebrates her 50th birthday. Ending the year of jubilee celebrations is the Christmas Light-up at Orchard Road which Hitachi is proud to have sponsored for 25 years. In this season of giving, Hitachi is once again collaborating with our long-term partners, to spread the Christmas cheer year after year to both locals and visitors. We are also very happy to play our part for the less fortunate and will continue to improve Singapore's quality of life through both our social contribution and business activities."

"As the Official Card of Christmas on *A Great Street*, we are happy to give our cardholders more reasons to use their MasterCard card during this festive shopping season, by rewarding them with shopping vouchers at the malls that they love to shop at. We wish all shoppers a splendid season of sharing and giving, bringing Singapore's 50th year celebrations to a fantastic close," said Ms Deborah Heng, Group Head & General Manager, MasterCard Singapore.

ORBA launches new mobile app – OneOrchard

ORBA will also launch Orchard Road's new mobile application, OneOrchard, available on both iTunes and Google Play, to further enhance visitors' experiences. The app features an E-store which allows shoppers to download shopping vouchers and make purchases from Orchard Road's biggest brands. Shoppers can subsequently collect their purchases at featured shops at their convenience. OneOrchard will let users shop from anywhere and enjoy hassle-free shopping at their fingertips.

OneOrchard will also integrate the ORBA Privilege Card, another initiative of the Association and its participating merchants for use by ORBA member organisations' employees. Cardholders no longer need their physical cards as identification because all their details will be housed on the app itself.

Expect a galore of Christmas-themed activities

Visitors to Orchard Road can also bask in the festive atmosphere amidst the Light-Up celebrations by enjoying performances by Celebrate Christmas in Singapore (CCIS) nightly from 7pm – 10pm on 18 – 23 December 2015 in front of ION Orchard and Wisma Atria.

Carollers and musicians from various schools and institutions will also showcase their talents at Paragon and orchardgateway. The full schedule of the performances is as follows:

Saturday 14 November 2015

Time	Performing Group	Venue
6.30pm – 7pm	Mee Toh School Choir	Paragon
7pm – 8pm	Hark Music School of Pop	orchardgateway
7pm – 7.30pm	CHIJ St Nicholas' Girls School	Paragon
8.15pm – 8.45pm	Townsville Primary School	orchardgateway
7.45pm – 8.30pm	Lounge Lizards	Paragon
8.45pm – 9.15pm	Zhonghua Primary School	orchardgateway

Best Dressed Building Contest 2015

Christmas on Orchard Road is never complete without the visual feast of the buildings decked out in the spirit of the season. The Best Dressed Building Contest takes place from 20 November 2015 – 5 December 2015. Buildings along Orchard Road will be jousting for the Voters' Choice Award as well as the Judges' Choice Award.

The public can vote for their favourite building on the OneOrchard mobile app. Voters for the winner of the Voters' Choice Award stand a chance at being one of 15 lucky voters to win up to S\$200 worth of shopping vouchers each in a lucky draw!

The participating buildings are:

1. Forum The Shopping Mall
2. ION Orchard
3. Mandarin Gallery
4. orchardgateway
5. Paragon
6. Tanglin Mall
7. TANGS at Tang Plaza
8. Wheelock Place

Christmas Rewards with MasterCard®

Starting from 14 November 2015, those who charge a minimum of \$300 to a MasterCard card at participating Orchard Road shopping malls can receive a \$30 shopping voucher. Vouchers can be redeemed with a maximum of five same-day receipts at the same mall. The promotion is valid while stocks last.

The participating shopping malls are:

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

Pedestrian Night on Orchard Road – First Saturday of December

There will also be special performances for December's edition of Pedestrian Night on Orchard Road. The street will be filled with Christmas performances and carolling by various interest groups, and activities for kids including balloon sculpting and face-painting. Orchard Road will also welcome its very own Santa Claus to usher in the festivities.

The 1872 Clipper Tea Co. Christmas Experience

This Christmas, shoppers can look forward to The 1872 Clipper Tea Co. Christmas Experience at a special pop-up store located on Urban Green Room 7 from 4 – 20 December 2015. Savour tea-infused mocktails brewed exclusively for Christmas on *A Great Street*, inspired by the unique features of Orchard Road, amid an outdoor modern-setting. For those wanting more, The 1872 Clipper Tea Co. has launched their new retail concept at TANGS at Tang Plaza Basement 1, with their full range of products made available.

#OrchardRdXmas

Visitors to Orchard Road are also encouraged to use the hashtag, #OrchardRdXmas, as they capture their moments of joy beneath the glitzy set pieces and glittering bells specially created for this year's celebrations.

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For media enquiries, please contact:

Ms Lee Ling Ling Ninemer Public Relations P L Tel: +65 6534 9939 Mob: +65 9647 8917 Email: leelingling@ninemer.com	Ms Sheryl Tan Ninemer Public Relations P L Tel: +65 6534 9909 Mob: +65 9061 2203 Email: sheryltan@ninemer.com
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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", 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 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 100 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, Executive Vice-President of Shaw Organisation, as Chairman.

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

About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardAP](https://twitter.com/MasterCardAP) and [@MasterCardNews](https://twitter.com/MasterCardNews), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd. and established in Singapore in 1989, has offices across seven Asian countries (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam). Focusing more than ever on the Social Innovation Business, Hitachi Asia's business includes information systems, power and industrial systems, R&D, international procurement and Centre of Excellence. For more information on Hitachi Asia, please visit the company's website at <http://www.hitachi.com.sg>. For enquiries, please contact Corporate Communications Group, Hitachi Asia Ltd at ccg@has.hitachi.com.sg