

Media Statement

For Immediate Release

ORBA PRESENTS THE GREATEST GIFT FOR CHRISTMAS ON A GREAT STREET 2019

Singapore, 25 September 2019 – Among the many gifts exchanged during Christmas, the most treasured ones are the moments of happiness with loved ones which money cannot buy. This year, Orchard Road Business Association (ORBA) presents “The Greatest Gift” of love, peace and joy for Christmas on *A Great Street* 2019 with fun and experiential activities for everyone.

This year’s festivities run from 16 November 2019 – 1 January 2020. As part of ORBA’s Christmas traditions, the Association will once again collaborate with the Community Chest to organise the Light-Up Ceremony at Ngee Ann City Civic Plaza on Saturday, 16 November 2019. This annual event is part of Community Chest’s year-end fund-raising and community engagement efforts. The Light-Up Ceremony is officiated by Mdm Halimah Yacob, President of the Republic of Singapore.

Visitors can expect to find the thoroughfare from Tanglin Mall to Plaza Singapura decked out in colourful festive lights featuring adorable little Santas – ORBA’s new Christmas icons – hanging from the trees and on the glittering arches welcoming visitors to Orchard Road.

This year’s Christmas street décor is in a new showcase format designed to provide a more immersive experience for pedestrians as they walk along the precinct this festive season. Bigger and grander lamp post decorations will line the three sub-precincts, namely, Tanglin, Orchard and Somerset – each with a unique theme featuring little Santas on baubles, gift boxes or snowflakes. Also, new this year is a welcome arch at the junction of Tanglin and Grange Road and more than thirty giant-sized festive greeting cards on three-metre tall glass shards along the key stretch of Orchard Road. For the first time, street decorations are also extended towards Grange Road and Orchard Link.

In its 36th year, the signature Christmas on *A Great Street* also includes unique interactive set pieces on the pavements of Orchard Road providing many insta-worthy backdrops. Visitors can pose with a giant

Santa riding on his reindeer, help pull Santa's reindeer, or walk through a four-metre tall tunnel made up of large Christmas icons.

ORBA Chairman Mr Mark Shaw said: "Our signature annual event brings families and friends together, celebrating this season of giving. This year, we are pleased to bring you a bigger and better Christmas on *A Great Street*. The theme of this year's Light Up, from the carefully curated programme to the decorative set pieces, underscores the true spirit of Christmas. We hope to create joyful memories for all residents and visitors as they enjoy their time on Orchard Road this festive season."

"An annual crowd favourite, Christmas on *A Great Street* returns this year with the theme *The Greatest Gift*. The theme encourages visitors to embrace the spirit of gifting and bring joy to others during the festive season," said Ms Ranita Sundra, Director, Retail and Dining, Singapore Tourism Board. "Through the event, we hope to bring festive cheer to Orchard Road and add greater variety to the precinct's offerings with the *Great Christmas Village*. Such events enliven Orchard Road, and we hope to see more private stakeholders come forward with innovative lifestyle proposals to enhance the precinct vibrancy."

Hitachi Asia Ltd is once again the Main Sponsor for Christmas on *A Great Street* for the 29th consecutive year.

Mr Kojin Nakakita, Chairman of Hitachi Asia Ltd., said: "Christmas is truly the season of giving and we are proud to continue to be the Main Sponsor of Christmas on *A Great Street* for the 29th year running. This has become an annual tradition for us, and we are thrilled to play a part in giving back to society through this sponsorship. Hitachi is committed to creating a sustainable world and continue powering good by improving the quality of life of the people through both our social innovation business activities and social contributions. In addition, we will continue Hitachi Plays Santa, our corporate social responsibility event, for the third year. We're heartened that this event is gradually becoming a tradition and part of the Hitachi spirit. We hope that we can help more of those in need through our charity efforts."

The *Great Christmas Village* pops up at three venues on Orchard Road

The *Great Christmas Village*, a highlight of the festivities, returns for a third year with a refreshed concept. The marquee event will be spread over three different locations this year, having outgrown the outdoor space at Ngee Ann City Civic Plaza, where it was located for the past two years. The new venues at *SCAPE, Grange Road Car Park and Shaw House Urban Plaza will have a combined area of 7,796 sq ft, more than double the size of the previous venue at Ngee Ann City Civic Plaza.

The *Great Christmas Village* runs from 23 November – 26 December 2019 and features more than 30 amusement rides and game booths, up from four previously. The *Great Christmas Villages* at *SCAPE and Shaw House Urban Plaza will host family-friendly rides such as the popular duplex carousel, pirate ship and London train. At the *Great Christmas Village* at Grange Road Car Park, teenagers and young adults can enjoy thrilling rides such as bumper cars and Turbo, a ride that spins horizontally.

The *Great Christmas Village* ride credits will be pre-sold online with an attractive early bird promotion on Christmas on *A Great Street's* website from 22 October 2019. When the festivities start, they will be sold at ticketing counters at the three locations and on Christmas on *A Great Street's* website.

Mastercard cardholders can enjoy greater value, with an additional 10 ride credits for every 50 ride credits purchased with their Mastercard credit or debit cards at the *Great Christmas Village*. They can also skip the queues and take the express lane to enjoy the rides.

New this year to the *Great Christmas Village* are also two thematic pop-ups. Nom Nom Nom will present street food from 14 vendors in food trucks that will be rotating between the *Great Christmas Villages* at *SCAPE and Shaw House Urban Plaza. Visitors can also dive into a world of Hasbro toys at Mini TOYBOX, which will feature popular brands such as NERF, My Little Pony and MONOPOLY. They can have a magical My Little Pony makeover or challenge their agility at the NERF obstacle course, among other activities.

There will be nightly performances at the *Great Christmas Village* at *SCAPE by singers such as Estelle Fly, Shye and Charlene Su leading up to the Christmas Eve Countdown Concert at the *Great Christmas Village*.

International and local brands such as Bvlgari, Chomel, IRVINS Salted Egg, SingTel and Vivo will have pop-up stores to provide experiential shopping experiences for visitors through exclusive products, interactive displays and activities.

The annual Celebrate Christmas in Singapore (CCIS) 2019 event is held from 16 – 23 December 2019 along the pedestrian walkway from ION Orchard to Wisma Atria. Visitors to Orchard Road will be treated to a multimedia celebration of performances, interactive activities and Christmas carolling.

This year, Mastercard will bring cheer to shoppers with exclusive Christmas Rewards. Mastercard cardholders who charge a minimum of \$300 or \$500 to their Mastercard credit or debit card at any of the 11 participating malls will be able to redeem \$30 or \$50 shopping vouchers.

The 11 participating malls are:

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

Deborah Heng, Country Manager, Singapore, Mastercard, said: "Christmas is the perfect time for family and friends to connect and create meaningful memories they can cherish together. It is also a time to celebrate a year of hard work and successes. As the Official Card of Christmas on *A Great Street* for the seventh year, Mastercard is pleased to reward cardholders with priceless experiences and exciting offerings, for both the young and the young-at-heart to enjoy a fun-filled holiday season and Start Something Priceless with Mastercard."

Christmas on *A Great Street* 2019 is in its 36th year and is ORBA's 11th edition since taking over the event in 2009.

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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 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®

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard 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, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

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. For more information, visit www.stb.gov.sg or www.visitsingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg).

About Community Chest

As the hallmark of care and share, Community Chest has been uniting the community to fundraise and serve those in need, since 1983. In 2019, as Singapore reflects on its progress and milestones since its founding 200 years ago, Community Chest aims to highlight the importance of community giving and how it has been integral to the success of Singapore since its early days.

Under the Bicentennial Community Fund, the Government will provide dollar-for-dollar matching for donations* to Community Chest, up to 20% of the total funds raised from 1 April 2019 to 31 March 2020. Through this, Community Chest hopes to encourage the community to give and maximise the impact to enhance the sector's capabilities, create impactful partnerships and make caring a part of our everyday lives.

Community Chest supports about 80 social service agencies to meet underserved, critical social needs. As our fundraising and operating costs are covered mainly by Tote Board Group, 100% of your contributions goes towards empowering the lives of:

- Adults with disabilities
- Children with special needs and youth-at-risk
- Families in need
- Persons with mental health conditions
- Vulnerable seniors

*Donations include all private cash donations. Grants from government agencies, including Tote Board, which are not donations, will not qualify for the matching. Community Chest (ComChest) as a fundraising arm of the National Council of Social Service (NCSS), supporting about 80 social service agencies, will not be subject to the \$400,000 per IPC cap. Instead, 20% of the total donation (net of the donation that is already matched by existing grants) received by ComChest in the qualifying period will be matched by the BCF.

Find out more at comchest.sg.

MEDIA FACTSHEET

Christmas on Orchard Road 2019

16 Nov – 1 Jan



Another *GREAT* event by ORCHARD ROAD BUSINESS ASSOCIATION

CHRISTMAS ON A GREAT STREET 2019

Venue	Orchard Road Precinct
Theme	The Greatest Gift
Period	Sat 16 Nov 2019 – Wed 1 Jan 2020
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
Official Airline	Scoot
Official Mall	Shaw House
Official Programme Partner	*SCAPE
Official Media	MediaCorp
Supported by	Singapore Tourism Board

CHRISTMAS ON A GREAT STREET 2019

Item	Quantity
Total length of Christmas Light-Up	3.88KM Tanglin Mall to Plaza Singapura (including Scotts Road and Grange Road - Orchard Link)
Height of Main Arch	14m
Height of Welcome Arch	10.5m
Length of all coloured LED rope lights	60,620m (6.062km)
No. of Lamp post Decoration lighting	187
No. of Hitachi logos	195
Length of LED Lights on the Trees	20,500m (2.05km)
Total man hours (amt of time x no. of people) spent to produce the Christmas decorations	76,800 man hours
Total man hours (amt of time x no. of people) spent to put up the Christmas decorations on Orchard Road	14,400 man hours
Set Pieces	<p>Mini Arch @ Ngee Ann City 7.5m (W) x 1.5m (L) x 4.7m (H)</p> <p>The Christmas Wrangle @ Ngee Ann City 5.3m (W) x 2.5m (L) x 2.4m (H)</p> <p>From Santa With Love @ Forum The Shopping Mall 4m (W) x 2m (L) x 2.3m (H)</p> <p>Merry Selfie @ main entrance of Mandarin Gallery 1m (W) x 1m (L) x 2.1m (H)</p> <p>Santa's Jolly Ride @ *SCAPE (next to McDonald's) 1.8m (W) x 1.8m (L) x 3.7m (H)</p> <p>The Great Gifts @ Somerset (next to H&M Orchard Building) 4.0m (W) x 10m (L) x 4m (H)</p>

Item	Description
<p>Christmas Rewards with Mastercard®</p>	<p>Mastercard cardholders who charge a minimum of \$300 or \$500 to their Mastercard credit or debit card at any of the 11 participating malls will be able to redeem \$30 or \$50 shopping vouchers.</p> <p>The 11 participating malls are as follows:</p> <ol style="list-style-type: none"> 1. 313@somerset 2. Mandarin Gallery 3. Ngee Ann City / Takashimaya Shopping Centre 4. Orchard Central 5. orchardgateway 6. Paragon 7. Palais Renaissance 8. Scotts Square 9. The Centrepoint 10. Wheelock Place 11. Wisma Atria
<p>Pop-up Stores</p>	<ol style="list-style-type: none"> 1. Bvlgari 2. Chomel 3. IRVINS Salted Egg 4. SingTel 5. Vivo

Item	Description
<p>The Great Christmas Village Sat 23 Nov – 26 Dec 2019</p> <p>Opening Hours: 12pm to 10pm Sunday – Thursday 12pm to 11pm* Friday – Saturday 12pm to 11pm* 20 – 26 Dec 2019 <i>*Daily operating hours will be adjusted according to crowd situation</i></p>	<p>Venue: Shaw House Urban Plaza Highlights:</p> <ul style="list-style-type: none"> • Family-friendly rides such as the Duplex Carousel, Snow Car and Clown Swing. • Thematic pop-up - Nom Nom Nom featuring street food <p>Venue: *SCAPE Highlights:</p> <ul style="list-style-type: none"> • Nightly music acts such as Estelle Fly, Shye and Charlene Su • Thematic pop-up - Nom Nom Nom featuring street food • Popular family-friendly amusement rides such as the Pirate Ship, London Train and Swing. <p>Venue: Grange Road Car Park Highlights:</p> <ul style="list-style-type: none"> • Over 20 thrilling amusement rides such as Bumper Cars and Turbo for the adventurous and young-at-heart • Mini TOYBOX powered by Hasbro, featuring NERF Obstacle Course, My Little Pony and the MONOPOLY Red Hotel. • Giant claw machine with exclusive prizes to be won.

LAYOUT PLAN – Christmas Light-Up and Interactive Set Pieces map



Layout Plan – The Great Christmas Village



CHRISTMAS LIGHT-UP

MAIN ARCH

The main arch of Orchard Road, measuring 14 metres in height, will be located at the junction of Orchard Road – Scotts Road. An enormous gift box and Santa sit atop the 14 metre tall structure, inviting visitors of Orchard Road to experience the *Greatest Gift* of love, peace and joy this festive season.



WELCOME ARCH

New this year, the Welcome Arch will be located at the junction of Tanglin and Grange Road.



CHRISTMAS DÉCOR IN NEW SHOWCASE FORMAT

Across 3 zones in the precinct, namely Tanglin, Orchard and Somerset, 187 lamp posts will be dressed in bigger and grander LED decorations in the form of a 5m Christmas tree where little Santas are on different themes such as baubles, snowflakes and gift boxes. Each lamp post will stand at 10.5m in height (including the height of the lamp post).



KEY SET PIECES

1. MINI ARCH

Location: Ngee Ann City

Specifications (W x L x H): 7.5m x 1.5m x 4.7m

Description: The mini arch is situated in front of Ngee Ann City and serves as a great backdrop for all visitors to pose for a photo with their loved ones, as they definitely are *The Greatest Gift* of all.



2. SANTA'S JOLLY RIDE

Location: *SCAPE (next to McDonald's)

Specification (W x L x H): 1.8m x 1.8m x 3.7m

Description: Situated at *SCAPE, strike a pose with giant Santa riding his reindeer made of lights, that is equally stunning in daylight and even more so at night.

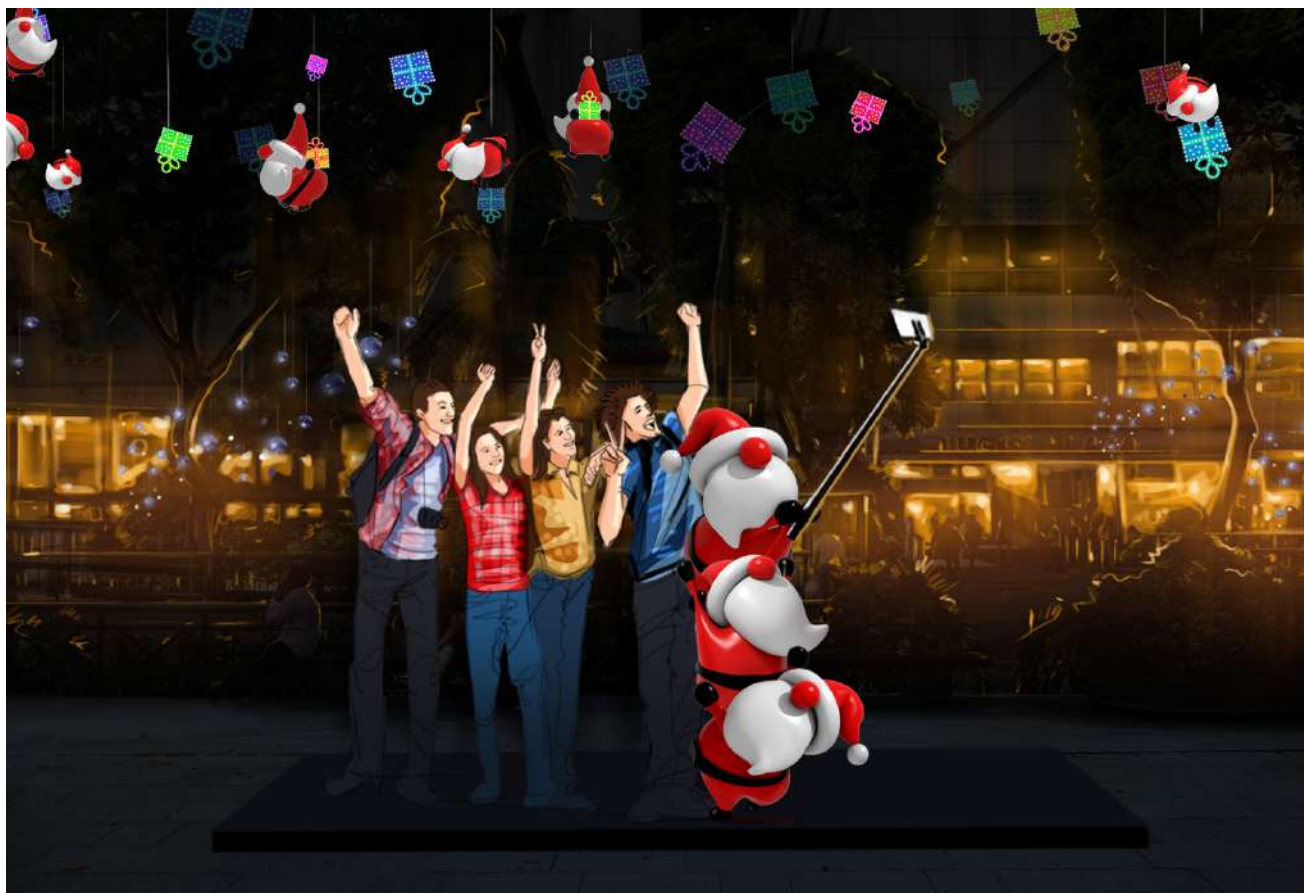


3. MERRY SELFIE

Location: Grange Road Car Park

Specifications (W x L x H): 1m x 1m x 2.1m

Description: Take a wondrous selfie with the help of the "Stacking Mini Santas" as they offer a helping and sturdy hand to hold the selfie stick for you. (Selfie sticks are not included)



4. FROM SANTA WITH LOVE

LOCATION: Forum The Shopping Mall

SPECIFICATIONS (W x L x H): 4m x 2m x 2.3m

DESCRIPTION: Santa plays matchmaker in the form of Cupid – probably the best time of the year to say YES!



5. THE CHRISTMAS WRANGLE

Location: Ngee Ann City

Specifications (W x L x H): 5.3m x 2.5m x 2.4m

Description: Another interactive photo-taking spot – Do a good deed and help pull Santa's reindeer to deliver gift of peace, love and joy this festive season.



6. THE GREAT GIFTS

Location: NParks TOL Land, next to H&M @ Somerset

Specifications (W x L x H): 4m x 10m x 4m

Description: A 4-metre immersive tunnel formed by giant lit-up Christmas icons, this is a great photo opportunity in a lit and colour setting. Make this a must-visit after you drop by The Great Christmas Village @ Grange Road Car Park.



- END OF MEDIA FACT SHEET -

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