

Media Statement

For Immediate Release



**72 HOURS OF DEALS UP FOR GRABS IN ORCHARD ROAD'S
FIRST VIRTUAL BLACK FRIDAY SHOPPING FESTIVAL**

Singapore, 23 November 2020 – Orchard Road Business Association (ORBA) stages its first virtual Black Friday Shopping Festival on Orchard Road this year. For 72 hours starting this Friday 27 November until Sunday 29 November 2020, shoppers are pampered with a long weekend of deals and entertainment from over 60 major brands and 20 malls along the *Great Street*.

The online campaign, with the theme being #THANKORCHARDITSBLACKFRIDAY, is supported by the Singapore Tourism Board. It aims to boost local spending for many retailers in the precinct who have been hit hard by the Covid-19 pandemic as safe management measures have impacted footfall and store sales. In addition to promoting merchants along the thoroughfare, the three-day livestream event showcases the unique attributes of Orchard Road including food, art, heritage and lifestyle.

Interactive Black Friday Shopping e-Guide

A key highlight of the shopping extravaganza is the exclusive Black Friday Shopping e-Guide which features an interactive sure-win scratch-and-win game, as well as a curated selection of attractive deals along Orchard Road over the three-day period. Featured items in the e-Guide range from fashion, beauty, cookware and electronic goods, to dining, staycations, and entertainment and services. These include exclusive promotions from popular brands such as Tory Burch, Mauboussin, Furla, Anothersole, Estee Lauder, Jo Malone London, Metro Paragon, M·A·C Cosmetics, Gong Cha Singapore, Mandarin Orchard Singapore, Singapore Marriott Tang Plaza Hotel, Grand Hyatt Singapore, and many more. Consumers can access the Black Friday e-Guide here: <https://blackfriday.orchardroad.org/>.

The interactive sure-win prizes include a two-day-one-night stay at Mandarin Orchard Singapore, \$10 vouchers and gift cards from eCapitaMall, Capita3Eats.com, Basil Thai Kitchen, Café Manuka, Colonial Club Signatures and Mala Mala at Paragon, Takashimaya Department Store, The Centrepont, Tokyu Hands, and many more. To participate, shoppers only need to register their email addresses at <https://blackfriday.orchardroad.org/scratch-win>, and they will receive two chances per day to unravel a surprise via a digital scratch card.

Virtual Black Friday Shopping Festival

To entertain shoppers while they browse, ORBA has planned a line-up of activities that will be livestreamed from Orchard Road's Facebook page at <https://m.facebook.com/orchardroad.sg>. The three-day livestream features over 60 brands and include special deals and auctions, as well as digitalised versions of Orchard Road's lifestyle offerings via virtual tours and workshops, music and games. Over the weekend, there will be hourly giveaways from 11am to 11pm daily, with over \$20,000 worth of prizes up for grabs and a daily \$1,000 cash giveaway. There will also be performances by more than 50 local musicians and buskers, virtual workshops with ABC Cooking Studio, Hook Coffee and other local craftsmen, as well as exercise sessions with Singaporean rapper Sheikh Haikel. ORBA is also collaborating with Performance Motors Limited to offer one unit of the new BMW 2 Series Gran Coupé at an exclusive \$20,000 discount¹ via the livestream. The livestream will be presented by celebrity hosts Hirzi Zulkiflie, Munah Bagharib, Sharlyn Lim and Evangeline Long from a broadcast studio at Design Orchard.

ORBA Chairman Mr Mark Shaw said: "Through Orchard Road's first virtual Black Friday Shopping Festival, we hope to give our visitors a uniquely experiential online shopping experience. At the same time, this is also an opportunity for our stakeholders to promote their businesses whilst showcasing our precinct as a key lifestyle destination with a rich heritage not just in retail but also in food and the arts.

"As the Place Manager of Orchard Road, we stand in solidarity with our stakeholders who have been affected by the unprecedented challenges brought on by Covid-19. We will continue working closely with our partners to come up with fresh concepts to promote the interests of businesses along our *Great Street*."

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¹ Valid for participants who registered on BMW Digital Showroom between 27 Nov to 29 Nov 2020, 2359 hours. Other terms & conditions apply.

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.