

**PRESS RELEASE**

**ION ORCHARD CELEBRATES CHRISTMAS WITH THE MUSIC OF  
RISING STARS**

*American folk-pop act Us the Duo to kick-start the mall's inaugural Rising Stars @ ION Orchard talent programme as budding musicians take centre-stage*



**SINGAPORE, 28 November 2014** – This holiday season, ION Orchard take a musical turn with Rising Stars @ ION Orchard, a new talent programme for budding musicians.

The curtain-raiser for Rising Stars @ ION Orchard will be American folk-pop act *Us the Duo*, who will perform at the mall's level 1 atrium on December 6. The duo, Michael and Carissa Rae Alvarado, took the unusual 'Vine' route to fame and won a contract with a major record label. Using Vine with six-second song covers on the social media platform to promote their new album, the husband-and-wife pair has since amassed about 4.2 million followers to date.

In the Rising Stars @ ION Orchard programme, budding musicians will be selected to perform at the atrium at ION Orchard on December 12, 13, 19 and 20 at 6pm. To



participate in Rising Stars @ ION Orchard, aspiring performers can submit their entries via email to [IONRisingStars@mercury-creative.com.sg](mailto:IONRisingStars@mercury-creative.com.sg) from Friday 14 November to Monday 15 December.

To get their favourite performers into the final round of the programme, shoppers and supporters will be able to cast their votes in the mall or on ION Orchard's Facebook Page. Voters stand a chance to win up to \$500 worth of ION Orchard shopping vouchers.

A judging panel comprising known music industry experts will crown ION Orchard's first Rising Star on 27 December. The eventual winner will take home \$2,000 worth of ION Orchard shopping vouchers and participate in ION Orchard's upcoming performing arts programme, an extension of the mall's support for the arts and the nurturing of young talent.

"We have always been supportive of the arts and Rising Stars @ ION Orchard was conceptualised to provide an additional platform to showcase the large untapped pool of performing talent in Singapore," said Mr Chris Chong, Orchard Turn Developments' chief executive. "We've got good atrium space with high footfall, so why not make this a showcase for aspiring performers. We hope to see this programme become popular with budding talents as well as with our shoppers."

### ***ION Orchard makes Christmas shopping last longer than a sugar rush***

For festive season convenience, shopping hours will be extended to 11pm from 19 to 23 December. Shoppers participating in some late night shopping action by spending at least \$100 will be able to redeem a special edition calendar produced in partnership with Elle to celebrate SG50 next year. The calendar features homegrown models who have made their marks in the fashion industry, including Junita Simon, Lum May Yee, Irin Gan, Nadya Hutagalung, Sheila Sim and Wendy Jacobs. The calendars will be redeemable from 19 to 23 December while stocks last.



From 14 November to 28 December ION Orchard will have daily promotions and giveaways, such as GrabTaxi vouchers, complimentary gift wrapping and a lucky draw where shoppers stand a chance to win back their shopping dollars in the form of vouchers.

***Sweet treats at 2am:dessertbar pop-up store***

In the spirit of bringing her audience through an experience that is both comforting and challenging, acclaimed Singaporean pastry chef Janice Wong of 2am:dessertbar will be retailing her sweet creations from 22 December. Chef Janice promises a nostalgic and whimsical experience for dessert lovers at her upcoming pop-up store located at ION Orchard's level 1 atrium.

For more information, please visit the ION Orchard website at <http://www.ionorchard.com/>

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