

MEDIA RELEASE

**ION ORCHARD KICKS OFF THE GREAT SINGAPORE SALE
WITH LASER TAG AND A MAZE OF FUN AND EXCITING DEALS**

- Exclusive deals on ION Orchard's mobile application from over 30 brands spanning beauty, fashion, food and lifestyle, all at your fingertips
- "The Maze Craze"– shoppers get to suss out the best deals in a life-sized maze, compete in exciting laser tag challenges and capture all the action on a GoPro to win vouchers and more



(Picture for reference only)

SINGAPORE, 2 JUNE 2016 – An adventure maze of fun and exclusive cool deals await shoppers as ION Orchard celebrates the annual Great Singapore Sale (GSS). As part of ION Orchard's focus on unique retail experiences, shoppers can look forward to a wide range of events, activities and promotions for all ages and interests from 3 June – 31 July 2016.

From 3 June – 12 June, ION Orchard Basement 4 (B4 ION Station) will feature a life-size maze riddled with QR codes. Shoppers can enter the "The Maze Craze" and scan as many QR codes as possible on their ION Orchard app to reveal exclusive ION Holidetails, all within the stipulated time. Prizes will be awarded based on the number of QR codes captured. Over the two weekends (4-5 June and 11-12 June), the maze transforms into a game zone where two pairs of players will compete in an exciting round of laser tag while tasked to locate a pre-selected QR code within the maze. What's more, players will be strapped with a GoPro, where the footage will be presented to them in a 30-second Instagram video to share online. Prizes include vouchers from brands such as Lee Hwa Diamond Promenade, Fresh, Common Thread, Kiehl's, a Philip Stein watch, as well as GoPro cameras and travel essentials from The Planet Traveller. Shoppers can participate in the "The Maze Craze" from 11am – 9pm daily



and a game of laser tag on weekends from 1pm – 2pm and 6pm – 7pm, upon presentation of any same-day receipt. ION+ Rewards members and UnionPay cardmembers can take the express-Q and automatically receive a tiered-up prize for participating in The Maze Craze.

“Singapore’s much-loved shopping season is back and we continue to bring innovative and unique experiences to shoppers. This year, we have fun-filled activities for the whole family. From exciting laser tag challenges to interesting travel talks and exclusive digital deals on our ION Orchard mobile app, we want shoppers to not only enjoy the best bargains but also be entertained while doing so,” said Mr. Chris Chong, Chief Executive of Orchard Turn Developments.

The hunt for bargains this GSS is all the more enticing with a wide range of exclusive deals offered on the ION Orchard app, in a special “ION Holideals” tab. Shoppers can easily access these GSS deals while on-the-go by downloading the free ION Orchard app and redeem the offers directly at the participating outlets. Over 30 cool deals will be available from beauty, fashion, food and lifestyle tenants including **Fresh, Laneige** and **Kiehl's, Victoria's Secret** and **Rabeanco**, amongst other brands.

In addition, American Express Card Members and ION+ Rewards members will be rewarded with shopping vouchers when they shop at ION Orchard.

GSS has become a favourite not only with locals but with tourists as well. ION Orchard is collaborating with UnionPay this year in the UnionPay GSS Islandwide campaign for tourists, making it easy for tourists to partake in the sale and get rewarded. From 10 June – 14 August, Chinese tourists who spend \$500 islandwide using UnionPay (in maximum 4 same-day receipts) can redeem a \$50 UnionPay prepaid card while stocks last. All they have to do is present the original copy of a serialized STB and UnionPay endorsed letter (from their travel agent), passport and receipts at L1 concierge at ION Orchard, the only redemption point conveniently located along Orchard Road.

“We are pleased to be partnering ION Orchard to bring “The Maze Craze” to shoppers this GSS. With us coming on board as the new Official Card of the biggest sale event of the year, we are looking forward to delighting shoppers with a series of fresh, new experiences that everyone, from the young to the young at heart, can enjoy. In addition, we are also happy to be bringing special privileges to our cardholders for “The Maze Craze”. This includes access to the priority queue and automatic one-tier upgrades for the prizes won in the game, making UnionPay the choice card for the best GSS experience this year,” said Mr. Wenhui Yang, General Manager of UPI Southeast Asia.



ION Orchard's digitally-savvy shoppers are invited to take part in a series of social media contests with over \$5,000 worth of shopping vouchers to be won. From sharing their #IONHolideals purchases and #TakeMeToION photos on Instagram, to participating in weekly contests on Facebook, more than 150 shoppers will walk away as winners! Four lucky ION Orchard shoppers will also stand a chance to walk away with \$20 ION Orchard shopping vouchers each and GoPro memorabilia simply by taking an Instagram selfie at the GoPro desert adventure photo booth at B4 ION Station from 2 – 12 Jun 2016 and using the hashtags #GoProSingapore #ThePlanetTraveller #IONgraphy.

Shoppers with a passion for travel can look forward to *The Planet Traveller: Around the world in 7 days* travel talks series by established lifestyle and travel bloggers, who will share smart travel tips, interesting travel experiences as well as insights on creative photography tricks to capture the best travel photos.

Young shoppers will also get to enjoy themselves this GSS with a colouring contest organised by Trunki, a toy and accessories brand for kids. To participate in the Trunki Colouring Contest, customers simply need to make a purchase at The Planet Traveller fair at B4 ION Station from 13 – 19 June.

Please refer to the table below for more details. For more information and exclusive shopping deals, please visit the ION Orchard website at <http://www.ionorchard.com/>.

ION GREAT SINGAPORE SALE 2016 – EVENTS AND ACTIVITIES

Event	Details	Date	Venue	Time	Entry
The Planet Traveller: Around the world in 7 days	Speaker: Hendric Tay Title: Solo Travel - The World Isn't As Dangerous As We Think Blog: http://pohtecktoes.com <i>He will share how and why he decided to embark on a transition from a typical 9-5 job to travelling the world; and also speak about travelling on a budget, the challenges he had to face, and what keeps him going while on the road.</i>	13 June	B4 ION Station	7pm – 8pm	Free
	Speaker: Luke Gino Cunico aka Luke Maow Bear Title: Eat, Sleep, Play and Fishing at the Maldives Blog: http://fishingkaki.com <i>He will share his best kept secrets to eating, sleeping, playing, and of course fishing, at the Maldives.</i>	15 June		7pm – 8pm	Free

	Speaker: Adrian Loh Blog: http://www.sgtrekker.com/ <i>He will share insights on creative photography with tips on using filters that make great travel photos as well as his trip to Iceland where he witnessed the Northern Lights.</i>	18 June		3pm – 4pm	Free
	Speaker: Gina and Daniel Blog: http://sunriseodyssey.com <i>They will share highlights of their one year overland trip from Asia to Europe, and useful travel tips for female travellers.</i>	19 June		3pm – 4pm	Free
Trunki Colouring Contest	Colouring contest for junior jet-setters <i>1st prize: Lotus Trunki (worth \$125)</i> <i>2nd Prize: Katsuma Trunki (worth \$89.90)</i> <i>3rd Prize: Trunki Toybox (worth \$47.90)</i> <i>2 consolation prizes: Trunki Saddlebag (worth \$29.90 each)</i>	13 – 19 June		10am – 9pm	Shoppers will need to present at least one receipt of their purchase from The Planet Traveller fair at B4 ION Station
The Maze Craze		3 – 12 June		<i>Maze activity:</i> 11am – 9pm	Shoppers must present at least one same-day receipt of any amount for entry
Weekend Laser tag sessions		4, 5, 11 & 12 June		<i>Game sessions:</i> 1pm – 2pm, 6pm – 7pm	
The Better Toy Store Fair		21 – 30 June	B4 ION Station	10am – 10pm	Free
Creative japan, Gourmet and Crafts Organized by Ministry of Economy, Trade and Industry CREATIVE-KANTO Project		24 – 30 June		10am – 10pm	Free
Sephora Pop-up store		Now till 21 July	L1 Atrium	10am – 10pm	Free
SHINE Youth Festival 2016		1 – 3 July	ION ² outdoor space	10am – 10pm	Free
Robinsons Beddings and Bedlinen Fair		5 – 12 July	B4 ION	10am – 10pm	Free
ION Orchard Culinary Creations 2016 Picnic Garden		15 – 17 July	Orchard Station	10am – 10pm	Visit www.ionorcha



			rd.com for more details
OmNomNom Festival by FreeFolk	18 – 24 July	10am – 10pm	Free

SPEND AND BE REWARDED FROM 3 JUNE TO 31 JULY

Vouchers	Criteria
\$15 VOUCHER (when you shop at B1 – B4)	First 1,000 shoppers with \$250* spent (ION+ Rewards Members and American Express® Card Members^ need only spend \$200*). Redeem at B3 Concierge Counter.
\$30 VOUCHER (when you shop at B1 – B4 & L1 – L6 / L55)	First 80 shoppers daily with \$500* spent (ION+ Rewards Members and American Express Card Members^ need only spend \$450*). Redeem at L4 Concierge Counter.
\$100 VOUCHER (when you shop at B1 – B4 & L1 – L6 / L55)	ION+ Rewards exclusive: First 80 members weekly with \$1,500* spent. Redeem at L4 Concierge Counter.

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About Orchard Turn Developments Pte Ltd

Orchard Turn Developments Pte Ltd is the manager of ION Orchard, a prime retail landmark project located at the gateway of Orchard Road in Singapore. Jointly owned by CapitaLand Mall Asia and Sun Hung Kai Properties, the iconic development is strategically situated above the Orchard Mass Rapid Transit (MRT) station and enjoys underground connectivity to nearby buildings. Over 640,000 square feet of nett lettable retail space with some 300 shops spread across eight floors, ION Orchard features a collection of global flagship and concept stores of both established and new-to-market brands, covering the spectrum of fashion, lifestyle, entertainment and F&B (www.ionorchard.com).

MEDIA CONTACTS

Nur Fahimah
Weber Shandwick
DID: (65) 6825 8083
Email: nurfahimah@webershandwick.com

Alicia Lau
Weber Shandwick
DID: (65) 6825 8029
Email: Alicia.lau@webershandwick.com

Lim Shien Yau
AVP, Marketing Communications
DID: (65) 6485 5245
Email: lim.shienyau@orchardturn.com.sg