



CHINGAY PARADE SINGAPORE - GRANDER AND MORE IMPACTFUL IN 2010!

Into its 38th year, Chingay Parade Singapore, the Asia Grandest Street and Floats Parade will be even grander and more impactful in 2010. As a fully sold-out event this year, the Parade Organisers, ie the People's Association (a Singapore government community agency) and Singapore Tourism Board have decided to relocate the parade to a stretch of 1 km road in front of the Pit Building (Beside the Singapore Flyer where the F1 was held) and the Singapore Flyer to accommodate more local audience and tourists.

Since its inception in 1973, Chingay Parade Singapore has evolved into one of the most exciting international events in the region. Reaching out to huge crowds and highly rated by local and foreign audiences according the Singapore Tourism Board's Survey this year, this colourful and spectacular parade has made a name for itself in Singapore as well as in the region and beyond. It has become one of the most significant tourist events in Singapore during the Chinese New Year Period, as part of Singapore *Jun Jie* (春节) Festival. .

At the media conference held on Tuesday 30 June 2009 at the Singapore Flyer, the Parade Organisers; the People's Association and the Singapore Tourism Board have announced the following:

- a) The parade will be held on Friday 19 and Saturday 20 February 2010 which are the 6th and 7th Day of the Chinese New Year;
- b) To accommodate the high demand for tickets, the Organisers will increase the ticketed audience capacity from 8,300 to 18,000 per night for the two night parade. There will also be free standing spaces for the non-ticketed audience including locals and tourists; The Organisers are confident it will once again be a sold out event;
- c) Involving a total 5,000 local and overseas performers, the big-scale parade will be grander, more impactful and more colourful with plenty of freshness;
- d) The Grand Opening usually presided by the President of Singapore will feature two "Firecracker Dragons" (炮龙) from China, Guangxi (City of



- Bin Yang) (see the attached write-up including pictures at Annex A), which will perform along the parade route around firecrackers. There will be giant floats, 50 traditional dragons, 100 lions, giant flags, stilt-walkers and a big number of performers in colourful costumes;
- e) The Singapore Flyer, the world's largest Observation Wheel, which is located within the parade vicinity, will present a giant float as part of the Opening Ceremony.
 - f) As part of the Chingay Finale involving six colourful floats, 2000 performers, acrobatic acts, fireworks, Resorts World @ Sentosa, one of the two Integrated Resorts of Singapore, has been roped in as one of the anchor Performing Groups in Chingay the first time. Resorts World at Sentosa is the organisation behind the development of a 49-hectare integrated resort, housing six hotels, a casino, Universal Studios Singapore, Marine Life Park, Maritime Experiential Museum and the Equarius Water Park on Singapore's holiday island called Sentosa. The collaboration between Chingay and Resorts World is timely as the latter is due to open in 2010 and it will debut with a sneak preview of what the resort has to offer in the form of a grand float and performances at Chingay 2010.
 - g) For the first time, two travel agencies in Singapore, namely GTMC and City DMC have been appointed by the Parade Organisers as Official Agents to market Chingay tickets overseas.

6 With a grander parade, the Parade Organisers are confident to attract more tourists to Singapore for Chingay Parade and other Chinese New Year's events next year. Chingay ticket sales for Singaporeans and tourists will be available from 1 August 2009. Other than overseas marketing arranged by GTMC and City DMC. Tourists and other interested parade goers can purchase from SISTIC (www.sistic.com.sg) or email to PA_Chingay_Ticketing@pa.gov.sg. More information on Chingay Parade can be obtained from www.chingay.org.sg.

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ANNEX A

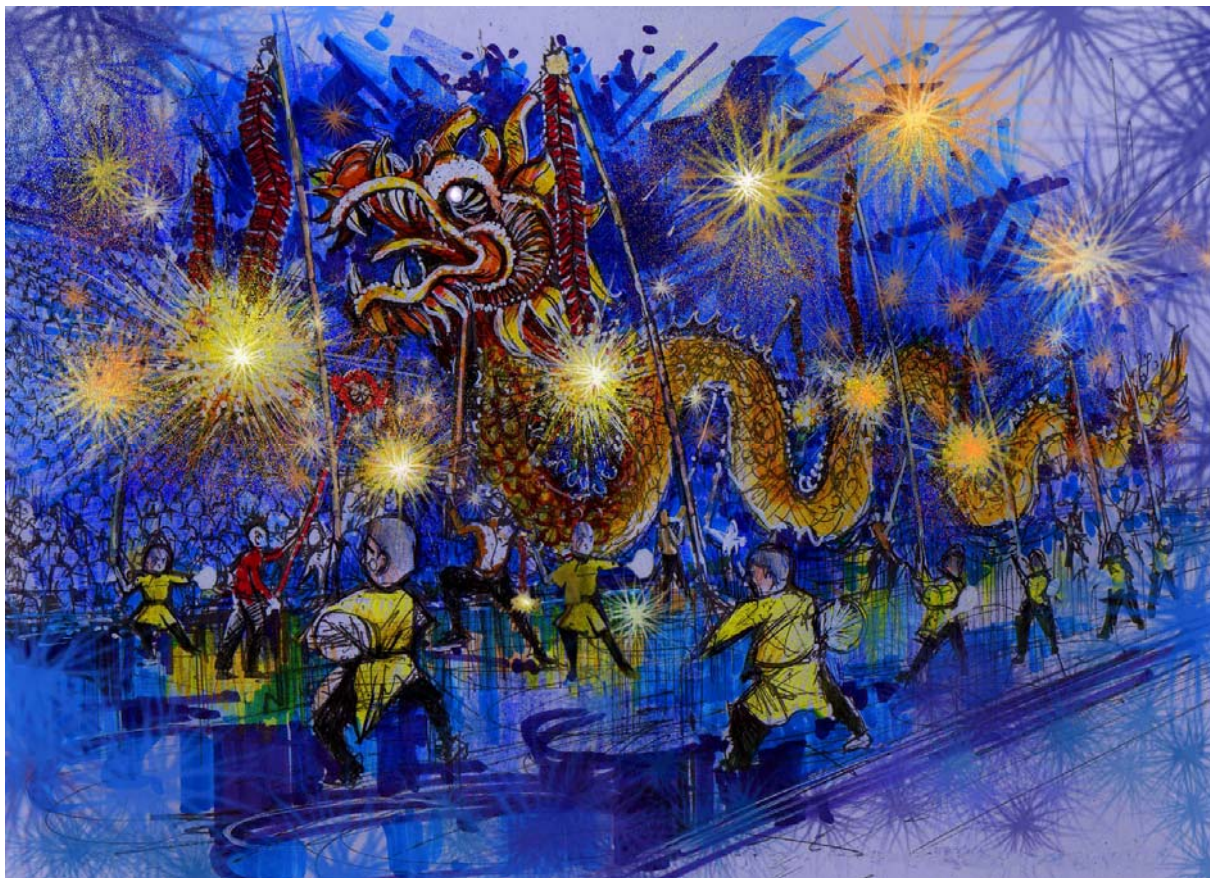
CHINGAY PARADE SINGAPORE 2010 19 & 20 FEBRUARY 2010 AT PIT BUILDING

WRITE-UP ON FIRECRACKER DRAGONS (炮龙)

To celebrate Chingay's move from City Hall to Pit Building in 2010, People's Association aims to kick off the Lunar New Year with a bang! Audiences will be entertained with a fiery and explosive performance by legendary Firecracker Dragons from China.

Firecracker Dragons Dance (炮龙) originated from China, Guangxi (City of Bin Yang) (南宁市). The performers will perform the classic dragon dance maneuvering through lighted strands of firecrackers. It is an auspicious performance to usher in the Lunar New Year.

People's Association plans to invite about 30 to 40 professional performers trained to perform directly under "live" firecrackers from Bin Yang (南宁).



ARTIST IMPRESSION: FIRECRACKER DRAGON