



**Asia's
GRANDEST**
STREET & FLOATS PARADE

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Organised and presented by

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chingay
PARADE SINGAPORE

Media Invite



Orchard Shoppers Get a Teaser of Chingay Parade 2010

For the very first time, the People's Association, together with Orchard Road Business Association (ORBA), will bring a snippet of Chingay Parade, Asia's Grandest Street and Floats Parade, to the city shoppers on 23, 24, 30, and 31 Jan 2010 (7-8pm). The evening streets of Orchard Road will be transformed into a boisterous and colourful scene as more than 30 performers painting the town red with feet-tapping drum beats, multi-ethnic dance, stilt walking and a piece of 'Star Wars Action'. The performers are made up Star Wars and Cosplay characters, Multi-ethnic dancers and drummers from PA Talents (Singapore's only and award-winning contemporary and multi-ethnic performing groups) and Tian Loong Gong Stilt Walking Group. **Interestingly, one of the Star Wars costume - Darth Nihilus, is the first ever costume to be showcased in Asia . The Star Wars Group is also set to set a new record with the most number of troopers at the parade.**

2 Besides enlivening the streets of Orchard Road (in line with the revamp of Orchard Road), this mini Orchard Road parade aims to show Singaporeans and tourists alike, a slice of the vibrancy and cultural extravaganza of the nation-wide Parade happening on 19 and 20 February 2010 at the F1 Pit.

3 **We would like to extend this event (Sat, 23 Jan 2010, 7 - 8pm at the ION shopping mall open area, outside Louis Vuitton store) as an exclusive to Mediacorp.** Please provide us with the mobile number and name of cameraman to facilitate communication on site tomorrow. I can help arrange interviews with a spokesperson to share on an overview of the mini parade as well as a performer (Star Wars character who will debut with the first costume in Asia) to share on his performing experience at Chingay 2010.