



**FOR IMMEDIATE RELEASE**

17 September 2007

Dear Editor

## **CHINGAY & ITS ALL NIGHT PARTY - A HUGE DIFFERENCE IN 2008**

The explosive and colourful Chingay Parade of DreamS (妆艺大游行-奇思梦想) in 2008 will make a huge difference for all Singaporeans and visitors of Singapore!

2 At this Part One of three media conferences leading up to Chingay 2008 in February, the People's Association (PA) will announce the following:

- **New and longer parade route**, starting from the City Hall and ending at Raffles Avenue., and how it will offer plenty of fresh programmes and choreography possibilities for Chingay;
- **First-ever All Night Party at City Hall till early morning** in the entire history of Singapore – an all night long post-Chingay Parade Party which will be the national street party offered jointly by the **PA Youth Movement (PAYM) and St James Power Station, supported by Tiger Beer**. Let's hear what the Chief Executive Director of the PA, Mr Tan Boon Huat, Mr Dennis Foo, St James Power Station CEO, and Mr Bennett Neo, General Manager of Asia Pacific Breweries have to say about this Party of the Year;
- **A People's Association Romantic Search** to be launched by the PA for five couples, one per Community Development Council District, to get married and celebrate their wedding at Chingay 2008.

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asia's  
GRANDEST  
STREET AND  
FLOATS PARADE

chingay  
PARADE OF DREAMS

3 PA has appointed Adval Brand Group Pte Ltd (its parent company Adval Ventures Pte Ltd has a strategic partnership with OmniTicket Network Singapore to support its ticketing solutions) as its **Marketing Agent for Ticketing** to manage and market Chingay tickets locally and overseas. (Adval is also the Sales, Marketing & Ticket Distribution Agent for Singapore Flyer). Adval will announce the ticketing details at the conference. **Still, there are opportunities for members of public to watch the parade for free which will also be announced at the conference.**

4 **Your journalists and photographers are cordially invited to this inaugural Chingay Media Conference.** Interviews and interesting photo opportunities can be arranged. Programme is at Annex A

5 There will be one other media conference in November 2007 to announce **the Best of Chingay 2008**. The full dress rehearsal in February 2008 will also be open to the media.

#### **Chingay 2008 Media Conference 1**

Date Wednesday, 19 September 2007

Time 10.30 AM

Venue St James Power Station, Movidia

Please RSVP

YEE LING ([LEE\\_YEE\\_LING@PA.GOV.SG](mailto:LEE_YEE_LING@PA.GOV.SG))

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# asia's GRANDEST STREET AND FLOATS PARADE

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Annex A

TIME	PROGRAMME
10.30 AM	- Arrival of guests, media - Registration - Reception
	- Start of programme <ul style="list-style-type: none"><li>▪ Welcome! (Photo opportunity)</li><li>▪ New parade route and overview of what audience can expect from Chingay 2008</li><li>▪ Sharing on Chingay All Night Party</li><li>▪ Sharing on Weddings @ Chingay 2008</li><li>▪ Sharing on ticket sales and opportunities to enjoy Chingay for free</li><li>▪ Hip Hop Dance Competition at the All-night Party (Photo opportunity)</li><li>▪ Let's join in to party! (Photo opportunity)</li></ul>
11.30 AM	- End of programme - Media interviews

The People's Association, as the main organiser of the Chingay Parade, creates common space and opportunities for people of different races and social backgrounds to interact, understand one another better, form friendships and forge strong community bonds to build a cohesive and resilient society.

#### About St James Power Station

St James Power Station is the new destination must-go for those in search of a refreshing night entertainment complex like none other in the region. Nine distinctive outlets of live entertainment and music styles are housed in this approximately 70,000 sq ft of seaside space, located in the premise of Singapore's first coal-fired power station built in 1927. It is situated at the alluring HarbourFront precinct next to VivoCity, the largest retail and lifestyle complex in Singapore.