



CHINATOWN SINGAPORE

"GOING THE YOUTHFUL WAY!"



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CHINATOWN SINGAPORE "GOING THE YOUTHFUL WAY!"



KEY STATEMENTS:

1. Engaging young Singaporeans through a digital outreach
2. Launch of www.chinatown.sg and new "I LOVE CHINATOWN SINGAPORE" Facebook Group

CHINATOWN SINGAPORE CONNECTS WITH THE YOUTHS

Chinatown Business Association launches www.chinatown.sg and "I love Chinatown Singapore!" Facebook page.

SINGAPORE, 5 April 2011 – The Chinatown Business Association (CBA) has launched a series of efforts in a bid to encourage young Singaporeans to make Chinatown a part of

their lives.

"Through the years, the face of Chinatown has evolved to a comfortable mix of modern establishments alongside trusted heritage brands. By making the effort to forge a strong connection with our youths, we bring them closer to the developments in Chinatown and connect them to an important part of Singapore's heritage," said Mr Wong Chi Keong, Chairman of the Chinatown Business Association.

"There is a need to renew the interest in the Chinatown story and ensure it remains relevant to the younger generation," Mr Wong said.

WWW.CHINATOWN.SG
"I LOVE CHINATOWN SINGAPORE!"
FACEBOOK GROUP PAGE
WWW.TWITTER.COM/CHINATOWNSG88

The Chinatown Business Association launched a series of online and social media initiatives earlier this year on popular interactive platforms such as Facebook and Twitter.

In January 2011, www.chinatown.sg was introduced with the aim of becoming a one-source virtual encyclopedia on Chinatown. Sporting a vibrant and dynamic look, the interactive website is rich in content with stories of Chinatown's history, food guides and shopping tips designed to heighten a visitor's experience.

Users are also able to plan their own trips and chart personalised walking routes through various lifestyle enclaves in Chinatown like Bukit Pasoh, Tanjong Pagar and Ann Siang Hill, which are well-loved by locals for their eclectic mix of quirky cafes, bookstores, cutting-edge boutique hotels and fashion stores. In addition, video interviews with the



community's colourful personalities and charming photographs are also on hand to offer users a glimpse into yesteryear and gain a deeper understanding of Chinatown.

The CBA has also embarked on an extensive digital movement targeted at the average young tech-savvy Singaporean with the creation of a Facebook group titled "I Love Chinatown Singapore!" and a Twitter account at

www.twitter.com/chinatownsg88. The Facebook group, whose 7,200 active members are mostly youngsters enthusiastic about Chinatown, keep the conversation going with posts ranging from entrepreneurial stints like running flea markets to the latest bargains in town.

During Chinese New Year, online mini-promotions that let members in the Facebook group win goodies like Bak Kwa helped to keep spirits high. Riding on this initial progress, CBA plans to continue to work on its virtual connection with Singapore's youths by running mini competitions on this platform to attract more young people to join the community as well as to share more knowledge and information with them.

"Many young people love Chinatown but just did not have an avenue to express it," said celebrity blogger Hong Qiuting, also known as QiuQiu, 24, who stars in the "Budget Barbie" TV series on www.clicknetwork.tv. She was featured in a recent episode where she shared her finds in Chinatown. "With the new Facebook group, it is easier to build a community where we can gather and share ideas on what we love about Chinatown, especially the best places to eat and shop!"

Tenants like Mr Jerre Lim, 35, who manages popular barbecued meats chain, Lim Chee

Guan with his family, are also excited about this move. "Social media is quick and always updated and this is perhaps the best form of communication that can illustrate the vibrant activity in Chinatown. It's great that businesses in Chinatown can connect with customers to share great ideas and good deals simply at the click of a button."

"Heritage doesn't have to be stuffy and boring," added Ms Sylvia Ng, marketing communications manager of the Chinatown Heritage Centre. "We are creating culture as we expand Chinatown's presence into the digital world and work our way into the hearts of the younger crowd. This movement will define an intangible part of our heritage in years to come."

PUMPING UP THE BEAT

In addition to its digital engagement, CBA also plans to spring periodic guerilla-style events across the island's popular youth hangouts like Orchard Road and Marina Bay to market Chinatown. Regular youth-centric activities like dancing competitions and weekend flea markets are also expected to help add vibrancy to the area.

"It is exciting to involve more youths who want to spread their love for Chinatown," said Ms Jennifer Lee, Marketing and Promotions Manager of CBA. "A lot of positive energy has been built up in our virtual communities and we are confident that channeling this vibrancy offline will definitely enhance the Chinatown experience for everyone."

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ABOUT CHINATOWN BUSINESS ASSOCIATION



Chinatown Business Association (CBA) is set up by a group of passionate Chinatown stakeholders drawn from a cross-section of business leaders, grassroots leaders, Chinese clan associations, hoteliers, hawkers, retailers, and more. We are a non-profit organisation serving and promoting the business and community interest of stakeholders in Chinatown. For more information, please visit <http://www.chinatown.sg>

WWW.CHINATOWN.SG

celebrating the old and new

牛车水 CHINATOWN SINGAPORE

chinatown directory

- stories of chinatown
- trip planner
- what's happening
- video information

Trip Planner
Enjoying Chinatown through one of our pre-planned experiences, or create one of your own!

stories of chinatown

Chk, ck, ck, ck.

The sound of red dogs echo through our memories of Chinatown.

Cramped, busy hawkers selling all manner of things on the streets and low-foot-walkers, samosa eaters making their way home after another hard day's work. An endless cycle of activities would go from day well into the night until they met the next dawn, as if the day never ended.

This was our Chinatown and we loved it. Over the years, Chinatown has changed and evolved, but it remains our beloved enclave of culture and tradition, defined by the very people who live, work and play on its streets - and here are their stories.

chinatown directory

- stories of chinatown
- trip planner
- what's happening
- video information

A Humble Beginning
Chinatown was not always the glittering cultural jewel of Singapore. Like all great things, Chinatown had a humble beginning.

overview of greater chinatown

from the archives

from the web

celebrating the old and new

牛车水 CHINATOWN SINGAPORE

chinatown directory

trip planner

What's there not to love about Chinatown? Seamlessly blending the old and new, Chinatown today goes beyond just good food and cheap trinkets. Here, we've highlighted four distinct experiences for those looking for a quick and more guide to experiencing the best Chinatown has to offer. Or if you're feeling adventurous, click the link below to plan your own trip!

plan your own trip >

heritage lover

arty & funky

cool & quirky

yummy tummy

chinatown chinese new year celebrations 2011

Street Light-Up

One of the main highlights of the Festival, the light-up features a dazzling display of lights and decorations. Taped the arrival of Spring and be entertained by the groves of decorative blossoming peach trees which line the streets of Chinatown for hundreds of years. Join in the exuberant cheer of the Public with decorative illuminated lion dance floats, peach blossoms and colourful fairy lights.

Date : 12 January (Sat) - 4 March (Sun)

Time : 7.00pm - 8.00pm (2 & 3 February 2011)
7.00pm - 2.00am (Friday & Saturday)
7.00pm - 12.00am (Sunday - Thursday)

Venue : Ku Tong Sen Street, New Bridge Road, South Bridge Road, Garden Bridge and inner streets of Chinatown.

how to get here

North-East Line - Chinatown Station (NE4)

* Last MRT service: 11.50pm

BUS

- Bus stop at South Bridge Road: C2, 166, 197, N15
- Bus stop at Maxwell Road: 80, 145
- Bus stop at Ku Tong Sen Street (People's Park Central): 2, 12, 33, 54, 143, 147, 190, 520
- Bus stop at New Bridge Road (Chinatown Complex): 2, 12, 33, 54, 63, 124, 143, 147, 190, 520, 651, 961, 961C
- Bus stop at Ku Tong Sen Street (People's Park Complex): 2, 12, 33, 61, 63, 80, 143, 197, 961, 970, C78, CT18, CT28

money changers around chinatown



I LOVE CHINATOWN SINGAPORE FACEBOOK GROUP

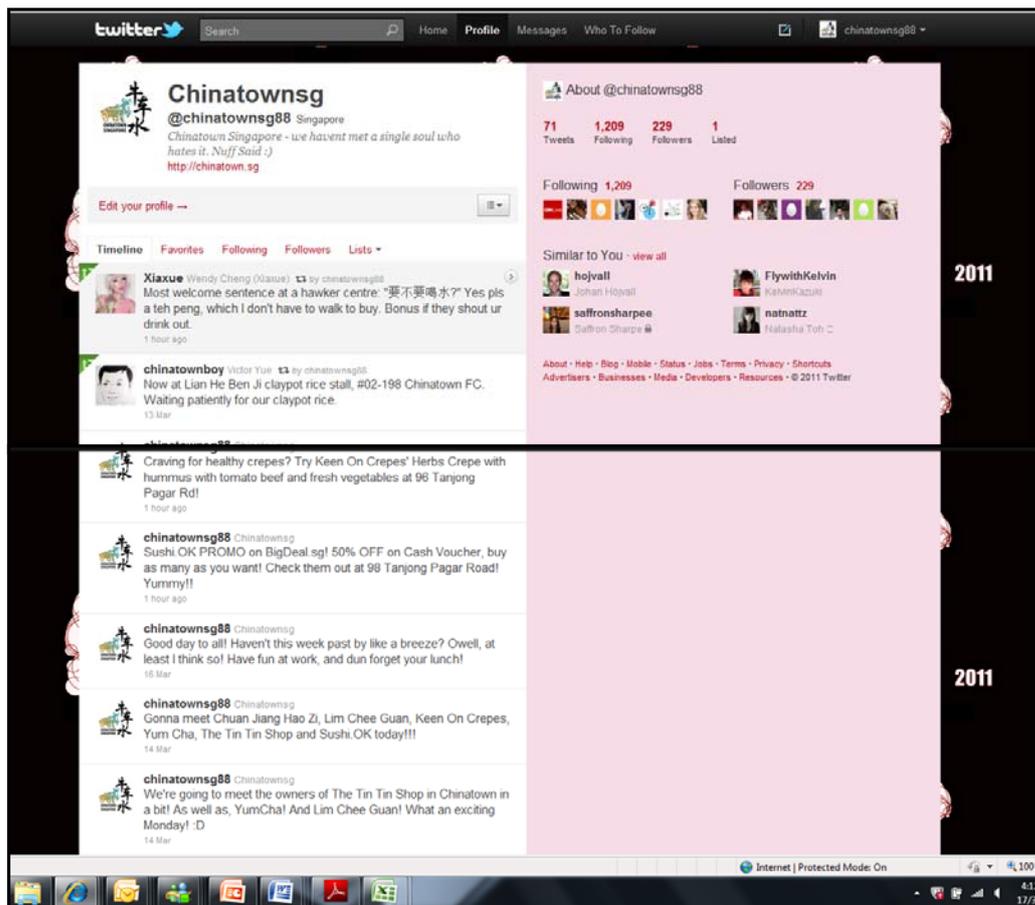
The screenshot shows the Facebook group interface. On the left is the navigation menu with options like News Feed, Messages (163), Events (40), Friends (370), and a section for the group 'I LOVE CHINATOWN...' with sub-options like flocktoshop, VOTE FOR MY NEPH..., and Create group. The main content area features the group name 'I LOVE CHINATOWN SINGAPORE!' and an 'Edit settings' button. Below the name is a share bar with options for Post, Link, Photo, Video, Event, and Doc. A text input field says 'Write something...'. There are three posts from 'Cba Chinatown':
1. A post about a designer wedding gown from Blush Blush at 96 Club Street, with a link to 'Blush Blush Bridal Couture' and a description of it as one of Singapore's top bridal shops.
2. A promotional post for 'Sushi.OK' on BigDeal.sg, offering a 50% cash voucher for Japanese cuisine at Sushi.OK bar & bistro, with a link to www.bigdeal.sg.
3. A post for 'Herbs Crepe with hummus with tomato beef and fresh vegetables from Keen On'.
On the right side, there is a 'Members (6872)' section with a 'See all' link and a grid of member avatars. Below that are 'Sponsored' ads for 'Lightfarm Studios' (creative retouching and CGI) and 'Dell Best Service Story' (customer service contest). At the bottom right, there is a 'Men's Skin Centres' chat icon.

The screenshot shows two posts from the group:
1. A post by 'Fai Sof' with the text 'Gotta watch this :)'. It features a video player for a trailer titled 'Perfect Rivals 美好冤家' with a link to www.youtube.com. The description says it's a comedy directed by Han Yew Kwang, starring veteran Ha Yu, SG's beloved Irene Ang, Mindy Ong, Pamelyn Chee, Stanly Hsu & Josh Lai. It was released on Wednesday and has been liked by Cba Chinatown, Jiawei J-wozzie Tang and 2 others.
2. A post by 'Zhen Xiao Mei' with the text 'Having a nice ice tea tarik from Far East Sq :p'. It features a photo of a tarik ice tea drink. It was also released on Wednesday and has been liked by Cba Chinatown and Mafan Zhen.

7200 Members as of 2 APRIL 2011



WWW.TWITTER.COM/CHINATOWNSG88



240 Members as of 2 APRIL 2011

UPCOMING FLEA

“I LOVE CHINATOWN SINGAPORE!”



SWAP 'N' SHOP V

THE ULTIMATE CHINATOWN FLEA EXPERIENCE

18TH & 19TH JUNE 2011 | 1130AM-630PM

SMITH STREET | PAGODA STREET | GARDEN BRIDGE

AUTHENTIC CHINATOWN FOOD STALLS

EARLY BIRD \$60 FOR 02 DAYS (BEFORE 1ST JUNE)

EARLY BIRD \$52 FOR 01 DAYS (BEFORE 1ST JUNE)

WHAT ARE YOU WAITING FOR? [HTTP://WWW.CHINATOWN.SG](http://www.chinatown.sg)

Chinatown Singapore will be hosting a youth led Flea Market comprising of an estimate of close to 250 youth stalls hosted within Chinatown across a weekend in June 2011. This flea market is targeted towards youths above the age of 14. We welcome anyone who's feeling youthful! ☺