



**EMBARGOED UNTIL 2 JUNE 2016, 11.15AM**

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## **SHOP YOUR WAY TO EXCITING REWARDS THIS GREAT SINGAPORE SALE**

The annual Great Singapore Sale (GSS) – Singapore’s biggest sale event of the year – kicks off tomorrow with a new official card, new sale period, new logo, islandwide promotions and exciting rewards!

### **New Official Card**

Thanks to a new three-year partnership agreement signed with the Singapore Retailers Association – organiser of the GSS, UnionPay International - a leading global payment network that serves the world’s largest cardholder base, has come onboard as the new Official Card of the GSS starting this year.

“Singapore Retailers Association is pleased to announce our appointment of UnionPay as the new Official Card of the Great Singapore Sale from 2016 to 2018,” said Mr Anthony Gan, Executive Director, Singapore Retailers Association (SRA). “With a base of over 5.4 billion UnionPay cards issued worldwide and an acceptance rate of over 80 per cent at various retail, lifestyle and F&B establishments in Singapore, we are confident that our partnership with UnionPay International will bring substantial benefits to the GSS, participating merchants and consumers.”

### **New Sale Period**

Consumers have more reasons to rejoice this GSS as the Sale has been extended by two weeks to a record of 10 weeks! To cater to both the domestic and tourist markets, the GSS will be held from Friday, 3 June to Sunday, 14 August 2016. While the GSS will continue to coincide with the Singapore school holidays in June and the regional peak travel seasons in July as with previous years, the new 10-week sale period will extend to August for the first time to better cater to tourists from Asia Pacific countries whose summer holidays fall in the June to August period.

### **New Logo**

A new GSS logo was unveiled to the media today. Featuring the new Official Card, longer sale period and a stronger Singapore identity, the logo not only represents SRA’s partnership with UnionPay International but also UnionPay’s efforts to increase its presence in Singapore.

### **Islandwide Promotions**

To ensure the GSS maintains its unique selling point as the only islandwide sale in the region, SRA has engaged retail, F&B and lifestyle players islandwide to participate in the GSS with exciting offers, exclusive UnionPay privileges, delightful experiences and engaging events.

As a result, there is something for everyone! Now in its 23<sup>rd</sup> year, the GSS has grown over the years to become an all-encompassing event with great offers on just about everything, everywhere – from fashion to watches, jewelry, eyewear, furniture, electronics, toys, souvenirs, gifts and more, all over Singapore at both offline and online stores. Besides shopping, this is also the perfect time to indulge in other exciting promotions, from dining to beauty and wellness, hotel stays, sightseeing tours and visits to attractions, for a totally rewarding lifestyle experience stretching from Orchard Road to Marina Bay, Sentosa HarbourFront and even the suburbs.

### **GSS Daily Rewards**

To add to the excitement, the GSS Daily Rewards returns for the third consecutive year. This year, it is bigger and better! Consumers who shop this GSS stand to win a record of over S\$200,000.

To encourage continuous spending islandwide this GSS, SRA is giving away S\$100 to five consumers every day as a reward for spending at the GSS! There will be 365 winners in total, up from 59 winners previously. What's more, consumers who charge to their UnionPay cards will stand to win an additional S\$500 from UnionPay International as a bonus reward for using their UnionPay cards!

(Please see fact sheet on The Great Singapore Sale 2016 Daily Rewards for more details.)

### **UnionPay Exclusives**

UnionPay is also offering a range of exclusive offers, rewards and privileges to UnionPay cardholders at over 100 merchants across the island. UnionPay cardholders with card numbers starting with "62" can look forward to enjoying privileges at a variety of partner establishments ranging from retail shops to F&B outlets, hotels, attractions and more.

"As the Official Card of The Great Singapore Sale 2016, UnionPay is committed to offering choice and ease of payment for local and overseas shoppers at the biggest sale event of the year. With exclusive offers, rewards and privileges for our cardholders at over 100 retailers across the island, we hope that this will give them more reasons to shop, and heighten their enjoyment of The Great Singapore Sale 2016," said Mr Wenhui Yang, General Manager of UnionPay International Southeast Asia.

To enjoy the exclusive offers, rewards and privileges during GSS 2016, consumers can apply for UnionPay credit and debit cards issued by partner banks - Bank of China (BOC), DBS Bank, Industrial and Commercial Bank of China (ICBC) and United Overseas Bank (UOB).

(Please see fact sheet on UnionPay Exclusives for more details.)

### **SPH Shop & Win**

An amazing S\$320,000 worth of prizes are up for grabs in this year's SPH GSS 'Shop & Win Promotion', including a Subaru XV, a Nissan Sylphy, UnionPay prepaid cards, shopping sprees at Metro, prizes from Citigems, home appliances from Mitsubishi, home furnishings and more! To qualify, shoppers just need to spend S\$30 at any of the SPH Shop & Win participating malls or brands. Charge to UnionPay cards and shoppers will double their chances of winning!

Ms Elsie Chua, Executive Vice President, Head, Marketing Division, Singapore Press Holdings Ltd, said: "This is the 18th year that SPH is supporting the Great Singapore Sale and we are committed to hype up this event through 19 special features across SPH newspapers and \$1m worth of publicity

advertisements. \$320,000 worth of prizes in the SPH GSS 'Shop and Win Promotion' have also been lined up to spur buying at our advertisers' stores. We wish better sell-through for our advertisers and more happy shoppers at the Great Singapore Sale this year!"

(Please see fact sheet on the SPH Shop & Win Promotion for more details.)

### **Tourist Privileges**

Tourists can shop tax-free in Singapore as the Goods and Services Tax (GST) is refundable. As a special bonus for tourists during the GSS, Premier Tax Free (PTF) has partnered UnionPay International to reward tourists when they shop in Singapore. At selected PTF merchants' outlets, when a tourist spends S\$500 and above using a UnionPay card and requests for a PTF tax refund ticket, the tourist will receive a complimentary S\$10 taxi voucher. What's more, those who charge S\$100 of their purchases to UnionPay or S\$200 with other payment methods and claim their GST refunds using the PTF eTRS ticket will stand to win a return trip to Singapore, complete with one pair of economy-class return air tickets and a three-day two-night stay at the luxury resort, Sofitel Singapore Sentosa.

With so much in store, there's no better time to be in Singapore, so get ready to shop your way to exciting rewards this GSS!

(Please see Annex for more details.)

To find out more about the GSS promotions and events, consumers can:

- Visit the GSS 2016 Official Website: [www.greatsingaporeale.com.sg](http://www.greatsingaporeale.com.sg)
- Like the GSS 2016 Official Facebook Page: [www.facebook.com/OfficialGreatSingaporeSale](http://www.facebook.com/OfficialGreatSingaporeSale)
- Download the PromoNearYou mobile app

The Great Singapore Sale 2016 is organised by the Singapore Retailers Association and supported by UnionPay International, Singapore Press Holdings Ltd, Singapore Tourism Board, Orchard Road Business Association, Sentosa HarbourFront Business Association, and Singapore Hotel Association.

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**Jointly issued by the Singapore Retailers Association – organiser of the Great Singapore Sale 2016 together with key partners – UnionPay International and Singapore Press Holdings Ltd.**

**For media enquiries, please contact Mr Anthony Gan, Executive Director, Singapore Retailers Association, at Tel: 6334 5223 or Email: [info@sra.org.sg](mailto:info@sra.org.sg).**

## Annex

GSS 2016 key promotions at a glance:

- **Great offers islandwide** on shopping, dining, beauty, wellness and more
- **GSS Daily Rewards** - Over S\$200,000 to be won!
- **Exclusive offers, rewards and privileges with UnionPay** – Official Card of the Great Singapore Sale 2016
- **SPH Shop & Win** - Win cars, UnionPay prepaid cards, shopping sprees and more!
- Enjoy greater discounts and better value-added perks for **Singapore hotel room stays** between 3 June – 14 August 2016
- **Singapore Big Sale Tour Package** - Enjoy BIG discounts on hotel accommodation, plus a FREE Half-Day City Tour and FREE Universal Studios Singapore Tour
- **Singapore Half-Day City Tour & Attraction Ticket Bundles** - Enjoy savings off the Half-Day City Tour plus tickets to various attractions with a choice of four specially bundled tour packages
- **Singapore International Jewelry Expo 2016** (21 to 24 July 2016, Marina Bay Sands Singapore Expo & Convention Centre) – Enjoy special prices on limited edition handcrafted and unique jewelry pieces, win attractive prizes in the Sure-Win Dip, and stand to win a S\$10,000 jewelry piece in the Grand Purchase Lucky Draw
- **Asia Pacific Furniture Fair 2016** (18 to 26 June 2016, Singapore Expo) – Enjoy discounts of up to 70% on a wide range of furniture from more than 120 prestigious brands from over 120 countries, and stand to win S\$8,888
- Enjoy **special tourist privileges at shopping malls**
- **Shop tax-free with Premier Tax Free**, redeem taxi vouchers, enjoy special tourist privileges and stand to win a return trip to Singapore
- **Shop tax-free with Global Blue**, enjoy special tourist privileges and stand to win a return trip to Singapore

In addition to the multitude of promotions, consumers can also check out the events and entertainment that will be taking place around Singapore during the GSS 2016:

- **Barney's Beach Party 'Live' Shows** (4 to 19 June 2016, City Square Mall)
- **HFC Arts & Sports for Kids** (4 to 26 June 2016, Saturdays and Sundays only, HarbourFront Centre)
- **IMM Kids Bike Adventure** (6 to 19 June 2016, IMM)

- **The Maze Craze** (3 to 12 June 2016, ION Orchard)
- **Cool Fun Ice Skating Rink** (13 to 19 June 2016, nex)
- **Hi-5 Summer Songfest** (Now to 12 June 2016, OneKM Mall)
- **Pre-historic Adventure** (16 to 30 June 2016, OneKM Mall)
- **Suntec City Angry Birds Island** (Now to 26 June 2016, Suntec City Mall)
- **The Star Academy Inflatable Obstacle Course** (3 to 26 June 2016, The Star Vista)
- **Hi-5 Fun and Games Musical Journey** (15 to 27 June 2016, United Square Shopping Mall)
- **Urban Attack 4** (4 to 19 June 2016, Velocity@Novena Square)
- **LEGO Nexo Knights Event** (Now to 19 June 2016, VivoCity)
- **Shaking It With Shakespeare Exhibition** (Now to January 2017, Singapore Philatelic Museum)
- **Singapore Coffee Festival 2016** (9 to 12 June 2016, F1 Pit Building)
- **Beerfest Asia 2016** (16 to 19 June 2016, Marina Promenade)
- **Baybeats** (24 to 26 June 2016, Esplanade – Theatres on the Bay)
- **Singapore Food Festival 2016** (15 to 31 July 2016, various venues)

It's 10 weeks of fun and excitement for everyone, so be sure to check out the Great Singapore Sale!

Please visit [www.greatsingapore.com.sg](http://www.greatsingapore.com.sg) for more details.