

Media Release

CHRISTMAS ON A GREAT STREET 2025 TO SPOTLIGHT SG60

SINGAPORE, 29 October 2025 – This year-end, Christmas on A Great Street (COAGS) 2025 will transform Orchard Road into a festive wonderland, capping off Singapore's 60th anniversary of independence (SG60) celebrations with its signature festivities. It will feature Merli in the Orchard Road light installations and spotlight a newly revamped Great Christmas Village. The Great Christmas Eve Street Party, a crowd-puller going into its third year, is set to be the capstone major outdoor celebration to commemorate SG60.

President Tharman Shanmugaratnam will officially light up Orchard Road on Saturday, 8 November, at the Light-Up Ceremony co-organised by Orchard Road Business Association (ORBA) and Community Chest in collaboration with SG Cares Giving Week. The event will raise funds for more than 300 social service programmes and projects.

This year's Christmas decorations will incorporate the SG60 logo and Merli into the tapestry of sparkling Christmas wreaths, elegant ribbon swirls and festive lights along a 3.1 km stretch of Orchard Road from Tanglin to Dhoby Ghaut. The wreath's circular shape embodies the communal spirit behind Singapore's transformation, while the tapestry of festive lights creates a unified space that fosters warmth, joy, and connection for Christmas on A Great Street.

The colour theme features a soft colour palette of gold, rose gold, and silvery white, creating a cohesive visual experience that unites the precinct. Four distinctive photo installations celebrating Christmas and Singapore will be positioned along Orchard Road, featuring a trishaw led by reindeer, a miniature version of the main arch with Merli, a giant festive wreath and the iconic Toa Payoh Dragon Playground motif. A dedicated photo podium will also be available at the Main Arch over Orchard Road, in front of ION Orchard.

ORBA, the precinct manager and organiser of the annual Christmas on A Great Street, said that as part of the final stretch of SG60 festivities, shoppers at Orchard Road can look forward to exclusive Mastercard promotions and experience the revamped Great Christmas Village at Ngee Ann City Civic Plaza. The Village will feature a Kiztopia Christmas Carnival, complete with exciting new games and rides, alongside festive F&B treats, homegrown craft beer, and unique shopping experiences.

ORBA Chairman Mr Mark Shaw (乌节路商联会主席邵在忠) said: "As we celebrate Singapore's remarkable transformative journey over six decades, we are delighted to welcome residents and visitors to enjoy this year's Christmas Light-Up which blends festive tradition with Singapore's national identity. In a time of global uncertainty and economic volatility, we hope that our annual tradition of welcoming the holiday season with goodwill, joy, and celebration, will lift spirits as the year draws to a close."

ORBA's long-time key partners – Singapore Tourism Board (STB), Hitachi and Mastercard – continue to support the annual Light-Up. Chairman of Hitachi Asia Mr Kojin Nakakita (日立亚洲主席中北浩仁) said: "The Orchard Road Christmas Light-Up has always been a cherished tradition widely anticipated by many and Hitachi is honoured to be the main sponsor for the past 35 years. This year is extra special as we mark 60 years of nation-building in Singapore. With the festive Christmas season fast approaching, celebrating two significant milestones in a year is indeed meaningful. As we continue to grow alongside Singapore and progress in the region, Hitachi is committed to continue co-creating sustainable and impactful technologies through Social Innovation and to celebrate many more milestones with our partners and the community in Singapore."

STB's Director of Land & Concept Development, Ms Ashlynn Loo (新加坡旅游局景区与概念拓展署长卢旖文), added: "Christmas on A Great Street has always been a highly anticipated highlight of our calendar, and this SG60 edition promises to be truly memorable, blending our national milestone with beloved Christmas traditions. We invite all locals and visitors from around the world to immerse themselves in the festivities along Orchard Road and create lasting memories with us. Events like Christmas on A Great Street are vital in strengthening Singapore's destination attractiveness, showcasing our ability to create world-class experiences that celebrate both our heritage and innovation."

Highlights of Christmas on A Great Street 2025

Highlights include a newly revamped Great Christmas Market at Ngee Ann City Civic Plaza, featuring a rotation of homegrown F&B and retail pop-up concepts that celebrate Singapore's creativity and innovation. The 14-metre-tall Mastercard Christmas tree returns with accompanying snowfall shows at 8pm and 9pm nightly. Other returning attractions include the Great Christmas Village at Shaw House Urban Plaza, outdoor multimedia projections, live music, and countdowns for Christmas and the New Year. Visitors can also enjoy year-end shopping promotions through Mastercard's spending campaigns and Shopee's e-commerce programme. The Great Christmas Eve Street Party, which drew almost 300,000 revellers last year, returns with live performances, music, dance, and festive attractions.

Revamped *Great Christmas Villages* with new offerings

The *Great Christmas Village* at Ngee Ann City Civic Plaza returns with exciting new offerings from 8 November to 1 January 2026. A key highlight is the Kiztopia Christmas Carnival, bringing festive fun to life with a vibrant mix of rides, games, and photo-worthy moments with beloved Kiztopia characters. Families can look forward to attractions such as the six-seater Holiday Carousel, Raby & Tiger's Christmas Bounce (a 17m by 8m inflatable castle), Bell's Ferris Wheel, and Turbo Twisters, featuring a series of futuristic LED ride-ons that spin, glide, and light up the arena. Adding to the festivities, a new Christmas Market section will have over 10 F&B and retail booths offering seasonal treats and trinkets, alongside a bar by homegrown Singaporean craft beer brand Sunbird Brewing Company, a stage for live house performances, and a lounge area on the upper level, perfect for soaking in the festive atmosphere.

Inspired by the charm of European Christmas markets, the Market showcases wooden cottages, traditional garlands, and iconic Christmas wreaths. Visitors can also explore the interactive "Santa House" presented by Hitachi, designed to evoke warmth and nostalgia with its fireplace setting, creating a cosy atmosphere that enhances the overall festive experience.

The second *Great Christmas Village* at Shaw House Urban Plaza runs from 8 November to 4 January 2026, with even more carnival delights by Kiztopia, including Rudolph's Express train ride, Jolly Cruiser (a delightful parent-and-child ride-on car), and Kiztopia Jingle Jump trampolines. Guests can also enjoy carnival games, photo points with Kiztopia characters, and claw machines by Fun Claw. Last year, both Villages attracted more than 1.1 million visitors.

Pop-up Events

Orchard Road's street bazaar pop-up Night At Orchard will be held from 28 – 30 November and 26 – 28 December along the pedestrian walkway between Wisma Atria and ION Orchard. In addition, the "Celebrate Christmas in Singapore" event at the same location will host two stages with daily performances and carolling, alongside activity booths offering storytelling and fundraising, from 16 – 22 December.

Great Christmas Eve Street Party

Stretching 400m from ION Orchard to Ngee Ann City, the *Great Christmas Eve Street Party* will include live stage performances, roving mascots, pop-up stalls, food trucks, and a Christmas countdown, among other offerings. The stretch of Orchard Road from Paterson Road junction to Bideford Road junction will be closed to vehicular traffic on 24 December from 6pm to 2am for revellers as the countdown to Christmas Day begins at 8pm.

Outdoor Projection

The multimedia projection on the façade of Hilton Singapore Orchard, in partnership with OUE Limited, will feature

Christmas content that is synchronised to a three-minute show. The 100-metre-tall outdoor visual projections will be activated from 8 November to 1 January 2026, with special celebratory content for the one-minute countdowns on 24 December and 31 December. Music in the Air, played synchronously from speakers perched on 44 lamp posts on both sides of Orchard Road, will further enhance the festive atmosphere from 10am to 10pm daily.

Spend Campaigns with Mastercard

Mastercard, the official card partner for Christmas on A Great Street for the 13th year running, will offer a host of exclusive offers and experiences from 8 November 2025 to 1 January 2026.

This year, 13¹ malls will participate in Christmas Rewards with Mastercard between 8 November and 28 December 2025 where the first 100 shoppers of the week who pay with a Mastercard credit or debit card can get \$30 shopping vouchers with a minimum spend of \$300, limited to a maximum of five same-day receipts at the same mall. More than \$250,000 worth of vouchers can be redeemed during the seven-week promotion.

For Black Friday, the Christmas Rewards with Mastercard promotion will introduce an additional tier. Shoppers who pay with Mastercard can redeem \$50 shopping vouchers with a minimum spend of \$500 (across up to five same-day receipts) at 10² participating malls. This offer is limited to the first 200 cardholders, available on a while-stocks-last basis from 28 November to 21 December 2025. More than \$100,000 worth of vouchers can be redeemed during this promotion.

In addition, ORBA will once again partner with Shopee for an e-commerce campaign running from 27 November 2025 to 1 January 2026. In 2024, the campaign saw participation from Orchard Road brands and ORBA members such as MUJI and Poh Heng Jewellery.

Ms Deborah Heng, Country Manager, Singapore, Mastercard (万事达卡新加坡总经邢凤志) said: "Holiday shopping today goes beyond the purchase – it is about creating those moments of joy and connection. For retailers, the festive season has become an opportunity to engage consumers through experiences that are immersive and memorable. Mastercard is proud to support Christmas on A Great Street for the 13th consecutive year, celebrating Orchard Road's transformation into a vibrant hub of festive celebration. The atmosphere, activities, and exclusive shopping rewards reflect Mastercard's commitment to bring meaningful experiences for cardholders and the

¹ Includes: 313@somerset, Forum The Shopping Mall, Great World, Ngee Ann City/Takashimaya Shopping Centre, Orchard Central, orchardgateway, Palais Renaissance, Paragon, Plaza Singapura, Scotts Square, Tanglin Mall, The Centrepoint and Wheelock Place.

² Includes: 313@somerset, Forum The Shopping Mall, Great World, Ngee Ann City/Takashimaya Shopping Centre, Orchard Central, orchardgateway, Palais Renaissance, Paragon, Tanglin Mall and Wheelock Place.

community to their passions.”

“Mastercard is also deeply appreciative of ORBA’s continued support in advancing the efforts of the Priceless Planet Coalition, which aims to support the restoration of 100 million trees globally. With over 22 restoration sites now active, including new projects in Thailand, the High Andes, and India’s Eastern Himalayas, the Coalition is driving real impact on climate, biodiversity, and local communities.”

Christmas on A Great Street Stay Packages

This year, six³ hotels along Orchard Road will offer a host of attractive stay packages from 8 November to 1 January 2026 for both locals and tourists. The packages include complimentary breakfasts, dining credits, and loyalty points. Bookings opened from 1 October so that guests can shop, dine and enjoy festive fun at the *Great Christmas Villages* while staying on Orchard Road.

Tourist Privileges

Tourists may enjoy F&B discounts and shopping rewards at seven participating restaurants, shopping malls and departmental stores⁴ along Orchard Road.

Sustainability and Community

Sustainability remains a core principle of COAGS, with continued emphasis on recycling, reusing, and repurposing materials, while ensuring a full and useful lifespan of materials. This year, ORBA will continue its commitment to donate lights to charity group EQUAL, which provides animal-based learning for social integration and life skills. ORBA will purchase renewable energy credits for the Christmas Light-Up and re-use some of last year’s lights for the Christmas Village. In the spirit of giving, ORBA also invites charities and community groups to write in if they wish to reuse the decorations from last year.

ORBA and Mastercard have also pledged to restore up to 100,000 trees globally for eligible transactions made with a Mastercard at 13⁵ participating Orchard malls between 8 November and 28 December through their Priceless Planet Coalition partner, Conservation International Foundation.

³ Includes: Artyzen Singapore, Goodwood Park Hotel, Pullman Singapore Orchard, Shangri-La Singapore, Singapore Marriott Tang Plaza Hotel and Yotel Singapore

⁴ Includes: Artyzen Singapore, Goodwood Park Hotel, ION Orchard, Lawry’s The Prime Rib Singapore, Metro (Private) Limited, orchardgateway, Takashimaya Singapore Ltd, Tampopo

⁵ Includes: 313@somerset, Forum The Shopping Mall, Great World, Ngee Ann City/Takashimaya Shopping Centre, Orchard Central, orchardgateway, Palais Renaissance, Paragon, Plaza Singapura, Scotts Square, Tanglin Mall, The Centrepoint and Wheelock Place.

Finally, aligned with ORBA's commitment to give back to the community, special open-top bus tours will be organised for healthcare staff and migrant workers throughout the season.

- The End -

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About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion. ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", "Pedestrian Night" and "Night At Orchard (NAO)" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour. From 1 April 2019, ORBA has also taken over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall. Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation with lifestyle businesses along Orchard Road. There are more than 110 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants. ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw (Director of The Shaw Organisation Pte Ltd) as Chairman. For more information, please visit www.orchardroad.org or www.facebook.com/orchardroad.sg.

About Hitachi Asia Ltd.

Hitachi Asia Ltd., (Hitachi Asia) a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven ASEAN countries Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam – Hitachi Asia and Hitachi's subsidiary companies offer IT, OT (Operational Technology) and products to support customers in their transformation journeys. We will contribute to the growth in the ASEAN region by co-creating with customers to

identify the social challenges and needs and deliver the solutions. For more information on Hitachi Asia, please visit the company's website at <https://www.hitachi.com/en-sea/>.

About Mastercard (NYSE: MA), www.mastercard.com

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com | Follow us: [STB LinkedIn](#), [STB Facebook](#) or [STB Instagram](#)

About Kiztopia

Founded in 2019 with its flagship outlet at Marina Square, Kiztopia is Singapore's leading family edutainment brand, awarded "Best Attraction Experience" at the Singapore Tourism Awards in 2021. Featuring eight unique IP-registered characters, Kiztopia offers a range of programs and activities where children can "Play to Learn, Learn through Play." Today, Kiztopia operates 21 family edutainment centres (FECs) across Asia, including Singapore, Hong Kong, Thailand, Indonesia, Malaysia, and Taiwan, with sub-brands such as Kiztopia Club, Bouncetopia, SkyPark, Kiztopia Prestige, and Xventure, a sports and adventure concept for teens, adults, and thrill-seekers. In 2024, Kiztopia secured its first round of private equity funding to support regional growth and expansion. Beyond its FECs, our signature bouncy castle event, Jumptopia™ and Splashtopia, has delighted families across the region, alongside co-organized events like the Children's Festival and TriFactor Kids Run, family staycation collaborations, and a kids' travel product line with American Tourister. For more information, visit www.kiztopia.com.