

FOR IMMEDIATE RELEASE**Say Annyeong Haseyo to Korean Culture at City Square Mall!**

Culture We Love: Korean Festival 2012 will showcase week-long line up of activities



Singapore, 21 February 2012 – Fans of all things Korean can rejoice as City Square Mall hosts *Culture We Love: Korean Festival 2012* from 12 to 18 March, showcasing the best in Korean food, cosmetics, fashion, traditional games, dance, K-Pop and more!

Supported by The Embassy of the Republic of Korea and Korea Tourism Organization, the opening ceremony of *Culture We Love: Korean Festival 2012* will kick off on 12 March at 6pm and will be graced by Guest of Honour – His Excellency, Oh Joon, Ambassador of the Republic of Korea to Singapore. Korean traditional music performer Coco Jeong Gyeong Hwa will perform live during the opening ceremony. Jeong has been recognised as “Musician of the Year” by the Korean Culture and Arts Council and is well-known for playing the Gayageum, a Korean traditional musical instrument. The first 100 visitors who join in the opening ceremony celebration will receive goodie bags.

The week-long festival takes place at City Square Mall’s Level 1 Atrium, and is set to keep everyone entertained with K-Pop and cultural performances. Look out for the finals of the **K-Pop Star Talent Contest** on 18 March at 7.30pm, where K-Pop idol impressionists or aspiring K-Pop singers will compete for the top prize of a pair of return air tickets to Korea.

Shoppers can purchase Korean-made merchandise or catch skincare and cosmetic workshops on stage. For food lovers, there will be culinary workshops and even a **Taste Korea! Cooking Contest**, where competitors will whip up tasty Korean dishes. Other free activities include Korean traditional games and Hanbok dress up with photo-taking. Anyone with beautiful photos of Korea can take part in the festival’s **Korea Is Beautiful Photo Contest** as well. They can send their photos to cwl@faithndentertainment.com and stand a chance to win attractive prizes such as Samsung cameras, Samsung camcorder and spa packages.



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

Culture We Love: Korean Festival 2012 is organised by Faith & D Entertainment. For more details on the festival, please visit www.culturewelove.com.

City Square Mall offers free shuttle bus service from 5 convenient locations – Toa Payoh, Novena and Lavender throughout the week, and Balestier and Kallang Ave on weekdays. The bus schedule is available at www.citysquaremall.com.sg.

On weekdays, drivers visiting the mall can enjoy free parking worth \$3 with a minimum spend of \$50*, on top of free lunch time parking from 12.00pm to 2.30pm.

**Terms and conditions apply. Weekdays only (except Public Holidays).*

About City Square Mall

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned and managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space, offering the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is Singapore's first shopping mall to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards 2011. In May 2011, the mall received two additional awards – the FuturArc Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix d'Excellence Awards 2011 (Runner-up in the Retail category). City Square Mall was also awarded first runner-up for the Energy Efficiency Competition (New and Existing category) at the 2011 ASEAN Energy Awards. For its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA), City Square Mall won a distinction award in the 3R Packaging Awards 2011.

For more information on City Square Mall, please visit www.citysquaremall.com.sg

Annex

Details of contests and activities at *Culture We Love: Korean Festival 2012* –

1. Opening Ceremony

Date: 12 March 2012 (Monday)

Time: 6pm – 7.30pm

Venue: Level 1 Atrium

Guest of Honour: His Excellency, Oh Joon, Ambassador of the Republic of Korea to Singapore

2. K-Pop Star Talent Contest

Contestants may participate either as a solo performance or in a group. A total of 24 contestants will be shortlisted for the Semi-finals and among them, 12 contestants will be shortlisted for the Finals. Semi-finalists and finalists will perform and compete at City Square Mall during the festival.

Participants should register by 26 February 2012 on www.culturewelove.com.

Semi-finals

Date: 17 March 2012 (Saturday)

Time: 7pm to 10pm

Venue: Level 1 Atrium

Finals

Date: 18 March 2012 (Sunday)

Time: 7.30pm to 9.30pm

Venue: Level 1 Atrium

1st Prize: A pair of return economy air tickets to Korea

2nd Prize: Tony Moly hamper worth \$400

3rd Prize: Tony Moly hamper worth \$200

3. Taste Korea! Cooking Contest

Contestants have to cook two Korean dishes – Pajeon and Bulgogi. There will be two groups of participants for the Semi-finals, with 10 participants in each group, and the top two winners of each

group will proceed to the Finals. The four finalists will each have to cook a dish using Kimchi as the main ingredient. Registration fee is \$20 per participant and the competition is strictly open to amateurs only (Singaporeans and Permanent Residents aged 18 years and above). Registration closes on 29 February 2012. For more information, please visit www.culturewelove.com.

Semi-finals

Date: 17 March 2012 (Saturday)

Time: 11am to 1pm (Group 1), 2.30pm to 4.30pm (Group 2)

Venue: Level 1 Atrium

Finals

Date: 18 March 2012 (Sunday)

Time: 2pm to 3pm

Venue: Level 1 Atrium

1st Prize: A pair of return economy air tickets to Korea

2nd Prize: \$400 worth of Korean restaurant dining vouchers

3rd Prize: \$200 worth of Korean restaurant dining vouchers

4th Prize: \$100 worth of Korean restaurant dining vouchers

4. Korea Is Beautiful Photo Contest

Anyone can participate by sending their beautiful photos of Korea to cwl@faithndentertainment.com.

The top 15 entries will be exhibited at the festival. For more contest details, please refer to www.culturewelove.com.

1st Prize: Samsung NX200 camera worth \$1,099

2nd Prize: Samsung MV800 camera worth \$499

3rd Prize: Samsung ST96 camera worth \$299

Special Prize "Most Popular Korea Is Beautiful Photo" which garners the most votes on Facebook:
Samsung W200 camcorder worth \$299

3 Consolation prizes will be selected among the finalists and each will receive a spa package for 2 worth \$385 each.

Submissions close on 26 February 2012.

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