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Sweet Delights Indulgence at City Square Mall

City Square Mall organises charity event to break record for Longest Chocolate Swiss Roll

Singapore, 5th July 2010 – In celebration of the month-long Singapore Food Festival (SFF) held annually in Singapore, City Square Mall will be dishing out an array of activities throughout July. All the way to 1st of August 2010, there will be stage performances ranging from cooking demonstrations and traditional and cultural shows, to food sampling and sales promotions for local and international dishes.

On the 10th of July, City Square Mall will help raise funds for charity as Chef Judy Koh from Creative Culinaire will attempt to set a new record in the Singapore Book of Records for the longest Chocolate Swiss Roll. Following this event supported by *The Royals Café*, all sales proceeds will be donated to charity. This charity fundraiser event is part of City Square Mall's "**Choco-lious Delights**" fair where shoppers can enjoy free chocolate samples and special offers featuring a wide range of assorted European and Asian premium chocolates.

From 1st of July to 18th of July, there will be a "**Japanese Delights**" FairPrice roadshow that will offer yummy Japanese goodies, such as biscuits, seaweed, chocolate and corn snacks.

"**Korean Delights**" will take place from 13th to 18th of July and will feature a traditional Korean Performance featuring Samul-Nori music based on traditional Korean folk percussion music. On 13th July, Tuesday, there will be a special Bibimbap demonstration where the dish will be prepared in a huge mixing bowl (60cm x 70cm). Shoppers at the mall will be invited to sample the dish afterwards as the Bibimbap can serve over 100 sampling portions. Additionally, Korean food aficionados will be able to find an assorted range of Korean food products including Kimchi, Soybean Paste and Seasoned Seaweed that they can buy to prepare home-cooked Korean meals.

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On 25th of July, Sunday, food guru Violet Oon and her guest chef will share tips on how to make sumptuous desserts. The *Sundanese Sayang* Chef will also be present to teach the secrets of making the traditional Asian dessert Ondeh Ondeh. This “**Dessert & Snacks Delights**” fair will feature an amazing spread of desserts from Taiwanese savouries to traditional Nonya kuehs and nostalgic treats.

City Square Mall together with the National Environment Agency will organise an “**A.C.E in Hygiene**” exhibition from 18th to 25th of July where parents can bring their children down to learn about good food and personal hygiene practices. Highlights include a skit performance on 18th of July and the “Good Hygiene Habits Quiz” with attractive prizes to win.

Mall promotions include giveaways of premiums and dining vouchers*. Participating food and beverage outlets are also offering free desserts* and special cut-out coupon deals. Additionally, shoppers visiting the mall during weekdays can enjoy complimentary lunchtime parking. For more information on City Square Mall’s promotions and events, please refer to Annex A and B.

*Terms & Conditions apply – refer to Annex A (Details of City Square Mall Promotions)

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About City Square Mall

City Square Mall is located at the junction of Serangoon and Kitchener Roads and is directly connected to Farrer Park MRT station. Owned by City Developments Limited, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space and 200 tenants.

Described as Singapore's first eco-mall, City Square Mall is integrated with a 49,000 sq ft urban park named City Green. Home to 200 tenants that cater to the lifestyle needs of everyone in the family, the mall is envisioned as a miniature 'town-centre' which provides the perfect setting for the community to meet, play and shop while acquiring an eco-learning experience.

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

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Annex A
Mall Promotions

S/N	Date	Promotions
1.	1 July – 1 August	“Sweetest Dining Rewards” Simply spend a minimum of \$30* to receive a chop. Collect 2 chops to redeem an exclusive City Square Mall premium. Collect 5 chops to redeem \$10 F&B vouchers. 50 lucky shoppers will win \$100 worth of F&B vouchers with their completed card.
2.	1 July – 1 August	“Sweet Offerings” Shoppers can top off their delightful dining experience with a free mouth-watering dessert* at participating F&B outlets.
3.	Now till 31 July	“ Free Weekday Lunch Time parking” Enjoy free weekday lunch time parking from 12.30pm to 2.00pm with participating anchor tenants.

*Terms and conditions apply.

Annex B
Singapore Food Festival 2010 at City Square Mall

S/N	Date	Event	Time	Venue
1.	1 – 18 July	“Japanese Delights” Organized by FairPrice, shoppers can fill up their cookie jars with yummy Japanese goodies like biscuits, seaweed, chocolate, corn snacks and more.	10am – 10pm	B1 Atrium
2.	10 July	Singapore’s Longest Swiss Roll Charity fundraiser event where Chef Judy Koh from Creative Culinaire will attempt to set a new record in the Singapore Book of Records for the longest Chocolate Swiss Roll.	2pm	Level 1 Atrium
3.	2– 11 July	“Choco-lious Delights” Featuring a wide range of European and Asian premium chocolates. There will be free chocolate sampling available.	10am – 10pm	Level 1 Atrium
4.	13 – 18 July	“Korean Delights” Shoppers can taste and buy a wide range of authentic Korean foodstuffs such as Korean Kimchi, Soybean Paste, and Seasoned Seaweed.	10am – 10pm	Level 1 Atrium
5.	13 July	Bibimbap performance Shoppers at the mall can watch the preparation of the traditional Korean mixed rice and can sample the dish afterwards.	1pm	Level 1 Atrium

6.	18 July	Traditional Korean Performance This performance showcases the Samul-Nori music which is based on traditional Korean folk percussion music.	12pm & 2pm	Level 1 Atrium
7.	18 – 25 July	“A.C.E in Hygiene” Exhibition At the A.C.E in Hygiene Movement, shoppers will get to learn tips on good personal and food hygiene practices.	10am – 10pm	Level 2 Atrium
8.	19 – 30 July	“Dessert & Snacks Delights” Shoppers can drool over an amazing variety of desserts, from Taiwanese savouries to traditional Nonya kuehs and nostalgic treats at the Sweetest Desserts Celebration.	10am – 10pm	Level 1 Atrium
9.	25 July	Food Demonstrations Food guru Violet Oon will share her culinary experiences in making scrumptious desserts. Shoppers can learn the secrets of making delicious Ondeh Ondeh with the chef of Sundanese Sayang.	11am, 1pm, 3pm, & 5pm 7pm	Level 1 Atrium