

THE GREAT VIA FERRATA WALL CHALLENGE 2010

Grand Prize
\$10,000
Cash
 and **\$2,000**
 OC Vouchers

2nd Prize:
\$8,000 + **\$2,000**
Cash OC Vouchers

3rd Prize:
\$6,000 + **\$2,000**
Cash OC Vouchers

Semi-finals: 25 and 26 September 2010, Saturday and Sunday 11am
 2 and 3 October 2010, Saturday and Sunday 11am
Climb for Charity: 9 October 2010, Saturday 11am
Finals: 10 October 2010, Sunday 11am
 Via Ferrata Wall, Level 4

* Terms and conditions apply. Application forms are available at Orchard Central Concierge Counter, Level 1 and downloadable from www.orchardcentral.com.sg. Completed application form together with a registration fee of \$15 to be paid to OC Concierges at the Concierge Counter. Successful registered participants will receive The Great Via Ferrata Wall T-shirt. Goodie Bags will be given to participants wearing The Great Via Ferrata Wall T-shirt on competition day.

Members of the public can also do their part by participating in the **Climb for Charity on 9 October 2010**

With each successful climb, OC will donate \$10 to Silver Ribbon (Singapore).

Families and friends of the participants are encouraged to root for them and vie for **The Best Via Ferrata Wall Cheerleader 2010** on 10 October 2010

Top 3 cheering teams win up to **\$500 OC Vouchers!**



HAVE AN ADRENALINE HIGH AS YOU CLIMB THE WORLD'S TALLEST INDOOR VIA FERRATA WALL MEASURING 30M IN HEIGHT AND WIN CASH AND VOUCHERS AMOUNTING \$12,000!

Join us in Singapore's first ever Great Via Ferrata Wall Challenge happening from 25 September to 10 October at Orchard Central.

Participants will be tested on their endurance and mental strength as they hang on to the Via Ferrata Wall. The longest hanging participants will move on to the Finals on 10 October where they will pit their skills against other participants for the grand title of **The Great Via Ferrata Wall Champion 2010**.

This event is proudly brought to you by Orchard Central and Silver Ribbon (Singapore) in conjunction with World Mental Health Day 2010.

REGISTER for the climb at **\$15** and receive a goodie bag worth more than \$50. An addition \$10 OC Voucher for the first 250 applicants.

PROGRAMME FOR 10 OCTOBER 2010

- 0830 Arrival of Guests
- 1000 THE CLIMB (Guest-Of-Honour & 10 celebrity couples climb the wall)



- 1020 Guest-Of-Honour to present charity cheque to Silver Ribbon Singapore
- 1100 Start of Via Ferrata Wall Challenge
- 1800 Event ends

TUNE UP THE ACTIVE LIFESTYLE!

24 September to 24 October 2010
Concierge Counter, Level 1

Active Lifestyle Promotion

Receive a \$10 OC voucher when you spend a min. of \$50* at any Active Lifestyle shops* or The Great Via Ferrata Wall Challenge booths at Discovery Walk. While stocks last.



The Great OC Inflatable Wall Climb

Receive a free climb on the inflatable wall when you spend a min. of \$50*.



Rev Up Orchard Gift-with-Purchase F1 Umbrella

Redeem a limited edition F1 umbrella when you spend min. \$100 (max. 3 combined same-day receipts). F1 ticket holders get to redeem at \$80. While stocks last. Valid from now till 25 September 2010.



Smile and be Happy

Shoppers to flash a picture of them smiling/laughing with their friends at Level 4 Pillar wall standee to the Concierge Counter receive \$5 OC voucher.



Weekday Car Park Redemption

Complimentary 1st hour of parking from 11am to 6pm with min. \$20† spend and complimentary 2 hours of parking from 6pm to 11pm with min. \$30† spent.



Birthday Delights Pack

Calling September and October birthday shoppers of OC! Remember to redeem your Birthday Delights Pack with compliments from OC just by flashing the birthday sms.



If you are not an OC shopper yet, simply spend \$50 to join.

* Max. 2 combined same-day receipts.
 † Refer to Concierge Counter for participating outlets.
 ‡ In 1 single receipt.

LOVE IS IN THE AIR @ ORCHARD
 Now till 26 September 2010, 7pm to 10pm

Orchard Road becomes the special stage of a romantic affair in this love trail reality game based on a love story between two characters using a pre-downloaded iPhone App.



Register now at www.digitalnights.sg and stand to win a trip to Paris.

WORLD MENTAL HEALTH DAY



10 October 2010, Sunday 10am
Discovery Walk, Level 1

World Mental Health Day is a special occasion initiated by Richard C. Hunter, Deputy Secretary General of the International League of Associations for Mental Health from 1983 – 2002. He understood World Mental Health Day as a global and unified effort to promote greater public awareness and understanding of mental health and mental illness. His dream continues to be realized each year on 10 October or in the month of October – now celebrated annually in over 100 countries!

Mental health is described by the World Health Organisation as: *"... a state of well-being in which the individual realises his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community."*

Come visit our booths and attend our talks to learn about mental health issues!

ACTIONS FOR EARTH AFFAIR

13 to 19 October 2010, Wednesday to Tuesday 11am
Discovery Walk, Level 1



Brought to you by the good people at Hemispheres Foundation, the theme for this event is "Waste Not", encouraging people to reduce waste by buying smart. This event combines exhibition, talks and sales of environmental friendly products.

Proceeds going to the installation of water purifying system for the adopted village in Myanmar recovering from cyclone Nargis.



Let's do our part for Mother Earth!

INTERNATIONAL WOMEN'S AFFAIR

21 to 27 October 2010, Thursday to Wednesday 11am
Discovery Walk, Level 1

Organised by the International Women's Federation of Commerce and Industry (Singapore) or IWFCIS, International Women's Affair aims at developing and supporting women entrepreneurship including students and homemakers. It showcases an exhibition, talks and workshops as well as booths retailing environmentally friendly and healthy living products established by women entrepreneurs or simply for women.

Proceeds going to the installation of water purifying system for the flood victims in Pakistan and Business Women Incubation Fund.



OVER THE TOP OFFERS

TOKYO BUST EXPRESS B1-21 <p>Senchi Plus Massage at \$38 (U.P.:\$480) Suitable for underdeveloped breasts Duration:45 minutes Call 6262 6161 to book an appointment.</p>	City Chain 04-07 <p>Free Baby G Sling Bag worth of \$6.90 with minimum spend of \$150 While stocks last.</p>	La Coco Hair 04-13 <p>Receive \$30 La Coco Hair vouchers with a minimum spend of \$150. Call 68844544 to book an appointment.</p>
Beyond Beauty International 04-14/19 <p>1st purchase at \$38 2nd purchase at \$3.80 Choose one of the following: - 18K Gold Deluxe Facial (worth \$350) - Body PowerSlim (worth \$250) - Royal Swedish Massage 45 minutes (worth \$120)</p>	BorderX (Via Ferrata Wall/prAna) 04-22 <p>15% OFF prAna Yoga apparels and accessories, and any Via Ferrata / rock climbing session</p>	Optical 88 04-28 <p>Free B&L pocket mirror worth \$6.90 with minimum spend of \$150.</p>
MaxSwing Indoor Golf 04-29/30 <p>Buy 1 hour, get 30 min free. Valid on weekdays, 10am to 5pm</p>	Gosh 05-11 <p>50% off on 2nd item purchased</p>	LUICELLE 05-16 <p>70% OFF selected LUICELLE & BODY PURIFI! Professional Spa Salon Collections www.luicelle.com</p>
Sportslink 05-45 <p>Receive a \$26 Sportslink vouchers with every \$120 spend. Celebrating Sportslink 26th anniversary</p>	The Board Shop 05-46 <p>FREE board bag worth \$99 with every purchase of wakeboard and boots FREE waterproof belt with every purchase of 2 Ten 80 board shorts</p>	Urban Write 06-01/02/03 <p>Polar Bottle 20oz/24oz (Assorted colours) Now: \$14.90 - \$15.90 UP: \$18.90 - \$19.90</p>
BottomSlim New York 08-06 <p>Cellu-Rid Prefector + Thermo Contour Sculpt at \$48 (U.P.:\$740) A Treatment to eliminate cellulite & bulging tummy Duration: 90 minutes Call 6363 2525 to book an appointment.</p>	Asian Skin Solutions 08-08 <p>O2 Peel Rejuvenation Facial Treatment at \$40 (U.P.:\$280) Duration: 90 minutes Call 6767 0077 to book an appointment.</p>	FLASH THIS MAILER <p>to enjoy the offers</p>

Terms and conditions apply. Check in-store for more details. The Management reserves the right to amend any items and conditions without prior notice. All information is accurate at time of print.

DIRECTORY LISTING

FASHION & ACCESSORIES 2 Elements 05-40 Abzzz by Desmond Yang 02-21 Angel's Closet 03-01 Astriel 03-01C Bernies Fashion House 05-38 Betty Barclay 02-19 Blackraisins B1-K3 bods.bodynits 03-06 bsc Lingerie 03-01B catalyZt 06-05 Converse 03-03 Cool Cool Beach Chic 05-20 Cotton.amour 06-24 Couple Lab Jewellery B1-K2 Cristelle 05-10 Desigual 01-11 Dr. Martens 03-05 Dream Vintage B1-06 E2 Bags 05-22 ELV Lingerie B1-39 ELV® 02-20 Issue 21 03-01D Euroaugo B1-04 Eurocuffz 02-06 F.L.Y. B1-42 Fairytale 05-15 Future State B1-08 G. Aires B1-11 Galleria Italiana 02-28 Garage 03-29 Glitter Glam 03-01E Gosh 05-11 Guess Accessories 01-05 Heart to Heart Jewellery B1-K1 J.Square 06-19 Jesswell Collection B1-K6 Jus D'Orange Boutique 02-05 JUST 2 U 05-28 Kiroro House 05-02 KIYO B1-47 Lady Xiang 02-04 Lafon 05-K1 Levi's® 01-08 Love Accessories B1-28 Mademoiselle 05-37 Manchu 05-39 Miss Retro 03-01G MOSA Collections 06-04 Nike 01-01 Ninki-O 02-24 Nozo Wear B1-51 Organik Visne B2-48 Pasha B2-47 Pristine Jems 03-01I PUNKSTAR 05-01 Qoosh 06-21 RED2 B1-09	S.T.Louis Secret Island Sheer Romance SKINE SKYE Spotty-Glitz Stege Sugarlink T.M.Lewin The Trunkshop To The Nines Tomato Trendy Zone TYAN UNNOUN Vana Viola Viva Vogue WOLF YJM Apparel	B1-35 B1-13 06-22 B1-50 03-28A 05-23 05-29 03-01A 01-08A 03-28 05-03 05-24 B1-33 02-17 02-26 B1-07 05-17 B1-49 05-13 B1-27 B1-19	ELECTRONICS, COMMUNICATIONS & ENTERTAINMENT Funz Centre 05-43 /Studio 01-02 Lush 99.5FM 02-02 Sony Style 04-08	HEALTH & PERSONAL CARE Guardian Health & Beauty 04-04	HOME & DECOR Asian Food Channel 07-02 Emblems of Fortune 04-26 Eurosa Furniture 07-10 Live Kitchen by Mayer Molecule 07-04 Lush 03-07 Oddjects B2-44 Sundis Enterprise B2-05	GIFTS & NOVELTIES Angel Allure B2-06 Cactus 04-25 More Than Words 05-27 San Marco B2-09 Singapore Mint 02-01 The Pather B2-04 UrbanWrite 06-01	JEWELLER & WATCHES Aurora Jewelry B1-46 City Chain 04-07 Debutte B1-29 Goldheart Jewel Galleria 01-07 Lush 01-22 SK Diamond Gallery 01-20 Soo Kee & Brilliant Rose® 01-04 The Hour Glass 01-06 TISSOT 03-02 Vincent Watch B1-57	HAIR, BEAUTY & WELLNESS Asian Skin Solutions 08-08 Babelicious Medispa 03-21 Beyond Beauty International 04-14 BottomSlim New York 08-06 Bust Stations 08-13 Chrysalis Premiere 03-16 ClearSK™ 02-16 Dermagy Plus B1-20 Essentials Hairdressing 02-29 FACE-by Yamano 03-10 HAACH 04-12 Hair Inn B1-22 Hermosura Collection & Make Up 03-15 Jonal Chong Hair Couture 04-10 Kenko Reflexology & Fish Spa 04-13 La Coco Hair 04-20 Ladyfinger 03-09 Medical Aesthetics @ Orchard B1-36 Missha 03-19 Pink Parlour 02-13 Renaza Wellness Lifestyle Lab 03-01J Sheene 02-14 Skin Inc 05-32 Sublime Hairdressing B1-21 TOKYO BUST EXPRESS 06-18 Vaani's Exclusive Beauty Salon 04-18 Valentin Wig Gallery 03-13 Viva Dental 03-30 WhatHeWants B1-26 WHITEHOUSE by Just10 03-12 Y&S Young & Slim	FOOD & BEVERAGES Ah Yat Tian Xia 05-34 Ajiman Ramen & Dining 03-32 Ben & Jerry's 08-02 Boleju 07-09 BURGER KING 02-30 Central Thai 08-03 Crystal Jade Hong Kong Cafe 07-15 Eatatlian Gourmet Garage B2-12 Enoteca Vita Vini Buoni D'Italia B2-11 EwF by Everything with Fries 01-24 Fruit Paradise 05-51 Garuda Padang Cuisine 07-07 Gelare 04-23 Heaven's Loft 08-01 Jewels artisan chocolate 02-31 Kuriya Penthouse 12-02 Long Xia Zhou Shi Jia 08-09 MOS Burger B1-01 Nolboo Hangari Galbi 08-04 NUOC 12-01 Ochre 11-03 Ootoya Japanese Restaurant 08-12 QUIZNOS SUB 03-33 Sakae Sushi 06-12 Sarang 07-01 Spageddies Italian Kitchen 04-01 Spinelli Coffee Company 02-03 Sweet Talk B1-02 The Coffee Bean & Tea Leaf 01-26 Tonkichi 07-06 TULLY'S COFFEE 03-31 Tung Lok Seafood 11-05 Victoria Peak Chinese Cuisine 11-01 Ya Kun Kaya Toast 05-33	SPORTS & ACTIVE LIFESTYLE BorderX (Via Ferrata Wall/ prAna) 04-22 exxe 05-41 MaxSwing Indoor Golf 04-29 Premier Football 05-47 Sportslink 05-45 The Board Shop 05-46	SCHOOLS & SERVICES AXS Station B1-K8 Caterpillar by Secret Garden B2-49 iNets B1-K7 OCBC 01-16 Pressto Express Dry Cleaning B1-18 Primitive Ink 05-12 Recognize! Studios 05-31
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Free Valet Parking at OC

Organizer:



Official Watch:



Official Isotonic Drinks:



Official Camera:



Sponsors:



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