

Sugar & Spice and All Things Nice: Inclusive Celebrations Kick Off at The Centrepont with Christmas Light-Up and “Creating Calm” Pilot

- ◆ From 9 November, shoppers with sensory needs can enjoy a calm holiday experience at The Centrepont with noise-cancelling headphones and calming Spotify playlists.
- ◆ Seniors are welcome to celebrate the festive season and enjoy social connections at our dedicated gift-making workshops this Christmas through the ‘Silver Social Spaces’ programme.
- ◆ Craft meaningful, sustainable festive gifts while supporting local artisans from 18 November to 22 December at the Christmas Makers’ Market.
- ◆ Take a second shot at being an FRx Millionaire with another 1 million FRx points up for grabs from 14 November onwards.

SINGAPORE, 9 NOVEMBER 2024

Christmas kicked off with a special sparkle at The Centrepont this year, where the mall was abuzz with the spirit and joy of the festive season. Featuring life-sized decorations such as a magical chocolate fountain, the magnificent candy cane throne and sweet gingerbread treats, the nostalgic atmosphere at The Centrepont is reminiscent of a whimsical baker’s wonderland, capturing the timeless charm and joy of classic Christmases past.



This evening, 98 shoppers took part in *The Great Croissant Hunt* and celebrated with an inclusive Christmas light-up event. This year’s festivities emphasize inclusivity and community spirit, with the hunt’s winners invited to experience the sense of nostalgia, amidst the Christmas atmosphere at The Centrepont, capturing joyful memories together.



The winners of The Great Croissant Hunt gather for the Christmas light-up at The Centrepoint, kicking off the holiday season together.

Crowning The First FRx Millionaire: The Great Croissant Hunt

The *Great Croissant Hunt* offered an inclusive holiday experience, inviting shoppers to discover 6 hidden golden croissants within The Centrepoint and embark on a quest to find Christmas icons scattered across the mall, as clues on The Centrepoint's Facebook and Instagram pages added to the excitement.

Shoppers' excitement was palpable at the event, as 98 participants turned up at the *Great Croissant Hunt*. One family of six expressed that it was a meaningful way to spend their evening together, focusing on having fun and bonding, rather than competing to win. Another participant, who came on his own, expressed appreciation for the fun occasion. In the festive spirit of giving back during Christmas, he also mentioned that he would donate a portion of his winnings to charity, if he was one of the lucky winners.

Among participants, those with mobility needs also had full access to the game, making it a festive adventure open to everyone. One lucky winner, Ms Denise Gan walked away with a whopping 1 million FRx¹ points! The joy of discovery, combined with accessible routes and clues, helped ensure every shopper had a memorable and rewarding experience.

Ms Gan said: "Christmas is such a joyous season – to me, it's all about family, gatherings and spreading joy. The nostalgic decorations this year at The Centrepoint, especially the lights, are really beautiful and remind me of gingerbread houses. I also love the interactive elements as they add to the experience and make it even more engaging. I've always enjoyed scavenger hunts, and it was a great experience participating in the *Great Croissant Hunt*. Thanks to Frasers Property Singapore for organizing such an interesting event!"

¹ Frasers Property Singapore's multi-feature app, providing shoppers with a new way to shop, dine and play

Creating Calm: A Thoughtful, Inclusive Holiday Experience

As the season kicks off, Frasers Property Singapore is also launching “Creating Calm,” a unique Christmas pilot designed to foster inclusive and compassionate experiences. Recognizing that some may find the traditional festive environment of loud music and bright lights overwhelming or isolating, “Creating Calm” is a sensory-friendly pilot where visitors can enjoy a quieter, more comfortable atmosphere.

Shoppers with sensory needs can rent noise-cancelling headphones daily at The Centrepoint from 10am to 10pm, or enjoy a specially curated “A Calm Christmas Playlist” on Spotify for a quiet, soothing background to accompany their holiday experience.



Enjoy a sensory-friendly holiday atmosphere at The Centrepoint as part of the “Creating Calm” pilot, featuring noise-cancelling headphones and calming holiday playlists.

In addition, Frasers Property Singapore is also reaching out to seniors who may feel isolated during the festive season through its ‘Silver Social Spaces’ programme. By bringing seniors together in a comfortable and welcoming setting, they are encouraged to step out of their homes, meet new people, and form a supportive community, helping to reduce feelings of loneliness and isolation. In turn, they can enjoy meaningful interactions, and reconnect with their communities in an inclusive way.

At the Christmas Makers’ Market sessions on 4, 11 and 18 December, seniors can connect with others through small-group workshops, where they can create personalized gifts and engage in meaningful interactions. These gatherings provide an opportunity to celebrate the season as part of a community, fostering a sense of belonging for all.

Christmas Makers' Market: Celebrating Sustainability and Craftsmanship

From 18 November to 22 December, shoppers can enjoy the Christmas Makers' Market at Malls of Fraser's Property Singapore. The market offers personalized gifting workshops that bring creativity and local craftsmanship to the forefront, enabling participants to create heartfelt, handmade gifts for loved ones. Each session highlights sustainable practices and showcases local brands dedicated to eco-friendly gifting.

Shoppers can craft a delightful variety of handmade items, including crocheted plushies, sock toys, washable placemats for kids, customizable crocheted handbags, and bespoke tumblers. Led by talented local makers, shoppers can also create their own gifts ranging from caricature and sand painting, to quilling and miniature clay art. The market also offers eco-friendly goods like certified organic multi-purpose cleansers, small-batch honey, makeup wipes, and apparel featuring traditional Indigo Dye techniques. This immersive experience celebrates the spirit of thoughtful giving while fostering a deeper appreciation for sustainability and local artistry.

Find a Christmas Makers' Market near you:



Find a Christmas Makers' Market near you	
Waterway Point	18 - 24 Nov • Level 1, Village Square
Northpoint City	2 - 8 Dec • Level 1, South Atrium
The Centrepont	9 - 15 Dec • Level 1, Atrium
Causeway Point	16 - 22 Dec • Level 1, Atrium

 [Learn more](#)

Connect and craft sustainable, personalized gifts at the Christmas Makers' Market this festive season.

Sugar and Spice and All Things Nice: Gingy and Friends Take Over The Centrepoint



Gingy and Friends are taking over The Centrepoint this Christmas with a whirlwind of treats! Catch our Christmas light-up from 7pm on 9 November, pose with Gingy and Friends at the magical chocolate fountain or the magnificent candy cane throne and create dazzling photo memories with your loved ones. Shoppers can bask in the festivities this year as shoppers can enjoy live carolling, musical performances, and grab festive freebies such as adorable Gingy balloons.

Take A Second Shot At Being A FRx Millionaire: Another 1 Million FRx Points Up for Grabs

Fret not if you missed the *Great Croissant Hunt*, as shoppers will have a second shot at being a FRx millionaire! Another tranche of 1 million FRx rewards points will be up for grabs from 14 November to 25 December, through the engaging game 'Season of Surprises' on the FRx app.

To participate, shoppers simply need to Shop, Spot and Solve. With an initial \$10 spend at participating stores and presenting their FRx QR code, shoppers will then embark on a festive quest by searching for Christmas icons throughout the mall and scanning the associated QR codes. For added fun, daily clues will be posted on The Centrepoint's Facebook and Instagram pages to assist participants in solving the quest.

Great Ho-Ho-Holiday eDeals: Redeem From The FRx App

From 12 pm on 11 November, shoppers can enjoy these exclusive eDeals for just 100 FRx points each from the Rewards Catalogue via the FRx app.



Great Ho-Ho-Holiday eDeals

Starting 11 Nov (12pm), bite into exclusive eDeals for just 100 FRx Points each! Explore our especially sweet selection and redeem from the Rewards Catalogue via the FRx app.



 <p>The Tree Café Eastpoint Mall \$10 Voucher</p>	 <p>OPTOMETRIST@WORK Eastpoint Mall \$30 eVoucher</p>	 <p>Laneige Waterway Point \$10 eVoucher plus Perfect Renew 3X Signature Serum Blister Kit (worth \$29)</p>	 <p>Hush Puppies Northpoint City \$11 eVoucher</p>
 <p>Gong Cha Hougang Mall \$5 eVoucher</p>	 <p>TANYU Tampines 1 Free Double Taste Rice Cake</p>	 <p>Moley Apparels Northpoint City \$5 eVoucher</p>	 <p>Crolo Hougang Mall \$5 eVoucher</p>

Citi Mastercard cardmembers have even more reason to cheer! Redeem a \$15 FRx Gift Card at our Customer Service counters when you charge \$150 to your Citi Mastercard at any of the participating FRx stores, limited to a maximum of 3 same-day, same-mall transactions.

Join us as we celebrate the wonder and joy of the season. Embrace the spirit of giving and inclusivity with your loved ones and make memories that will last a lifetime at our malls this holiday season.

For more information on these exciting activities, visit <https://www.frasersexperience.com>

END

APPENDIX

Core Activities and Redemptions

Description	Date	Min. Spending	Terms and Conditions
<p>Season of Surprises on Digital Gamification on Frasers Experience (FRx)</p> <p>Ready to be crowned the first-ever FRx Millionaire? Join Gingy and friends for a Gingy-ful adventure in “Season of Surprises” - our holiday-exclusive game on the FRx app! Stand to win 1 million FRx Points, valued at either \$5,000 or \$10,000 in FRx Gift Cards based on your FRx membership status, and over \$250,000 in sure-win prizes!</p> <p>Play 3 ways daily to snag as many sure-win prizes as you can!</p> <ul style="list-style-type: none"> • Shop: Spend a minimum of \$50 in a single transaction at any participating FRx store across our malls, scan your FRx QR code and receive a sure-win prize. • Spot: Search for the Christmas icon of the day at any of our malls, scan the QR code and receive a sure-win prize. • Solve: Look for daily clues on our malls’ and our Facebook and Instagram pages, answer the daily question correctly and receive a sure-win prize. 	<p>14 Nov – 25 Dec</p> <ul style="list-style-type: none"> • Waterway Point • Eastpoint Mall • Northpoint City • Tiong Bahru Plaza • Hougang Mall • Century Square • The Centrepont • Causeway Point • White Sands • Valley Point • Robertson Walk 	NA	<ul style="list-style-type: none"> • Prizes are worth more than \$250,000 in total, with instant prizes consisting of FRx Gift Cards, Grab Vouchers, Lucky Draw chances and retailer eDeals. • To qualify for the Game: Participants must be a FRx member. Non-members may register for free and accept the full FRx membership terms & conditions. Participants must access the Game via the FRx app with their member account login. • FRx members that win lucky draw chances prizes earn the number of electronic lucky draw chance as stated in the prize for “Be Crowned an FRx Millionaire” draw within the promotion period. Electronic lucky draw chances are registered in the system when members win lucky draw chances prizes • The lucky draw will be conducted at 438 Alexandra Point, Singapore 119958 on 2 January 2025.

Christmas Makers' Market The best gifts are handmade, filled with heart and originality! Whether you're on the hunt for unique treasures or excited to create your own, find it all at our Christmas Makers' Market, coming to Waterway Point, Northpoint City, The Centrepont, and Causeway Point!	18 Nov – 22 Dec <ul style="list-style-type: none"> • Waterway Point • Northpoint City • The Centrepont • Causeway Point 	NA	<ul style="list-style-type: none"> • Drop-in craft workshops will be available on-site.
Festive Rewards Charge \$150 to your Citi Mastercard® to receive a \$15 FRx Gift Card. Scan your FRx QR Code in the app when paying in-store. The qualifying spend must be scanned to the same FRx account.	9 Nov – 31 Dec	\$150	<ul style="list-style-type: none"> • Minimum spend of \$10 in a single transaction at any participating FRx stores. • Minimum spend of \$150 in a maximum of 3 same-day, same-mall transactions. Full payment must be made via Citi Mastercard®. • Present up to 3 Citi Mastercard® charge slip(s) and your FRx QR Code in person to verify transaction details scanned to the same account on the day of purchase at Customer Service to redeem. • Charge slips must be from the same Citi Mastercard®. • Qualifying spend must be scanned to the same FRx account. Limited to one redemption per FRx member per day, in person, on a first-come, first-served basis and while stocks last. • Applicable to in-store purchases and electronic transactions at participating Malls of Frasers Property only. Frasers eStore transactions are excluded. • FRx Gift Card will be credited to member's FRx e-wallet at Customer Service when the qualifying spend is met. • The stored value in each gift card expires 1 year from the date of issue. • Promotion not eligible for Purchasing Card/Citi Travel Lodge Card/Citi Travel Account. • Other terms and conditions apply.