



FOR IMMEDIATE RELEASE

**Golden Village VivoCity Celebrates its 1<sup>ST</sup> Birthday with a Party Bash on 21<sup>st</sup> November!**

*A special treat for GV VivoCity patrons with goody bag worth \$110, candy bar treats and LIVE DJ Music*

**SINGAPORE, 6 November 2007** – On 21<sup>st</sup> November 2007, patrons can join Golden Village VivoCity's first birthday celebrations from 6.00pm to 10.00pm and party to 'live' DJ music when they purchase GV VivoCity Anniversary Party Packages. Each ticket holder will receive a party goody bag worth \$110 and stand a chance to win a grand prize worth more than \$1,800 - a return trip to Bali for two sponsored by Hard Rock Hotel Bali and Jetstar Asia.

The GV VivoCity Anniversary Party Packages will be available from 15<sup>th</sup> November at GV VivoCity box office or [www.gv.com.sg](http://www.gv.com.sg).

**GV VivoCity Anniversary Party Package**

The GV VivoCity Anniversary Party Package of \$16 includes a movie ticket (for any movie session between 6.00pm – 10pm), a welcome drink, candy bar treats worth \$6 per person and a goody bag worth \$110. The goody bag includes a free-entry pass to St James Power Station where patrons can continue to party the night away. Golden Village Movie Club members can purchase this party package at a special price of \$15.

**GV VivoCity Anniversary Gold Class Party Package**

Movie-lovers looking for a premium party treat can enjoy a GV VivoCity Anniversary Gold Class Party Package with a Gold Class movie session (for any movie session between 6.00pm – 10pm), a three-course-dinner with menu choices from the newly launched delectable Gold Class menu and a glass of house wine, all at a price of \$65.

Every patron who purchases a pair of the GV VivoCity Anniversary Party Packages online will stand a chance to win a return trip worth more than \$1,800 for two to Bali and a 3-Day-2-Night stay at Hard Rock Bali sponsored by Jetstar Asia and Hard Rock Hotel Bali. Golden Village Movie Club members get double the chances of winning the grand prize.

From 21<sup>st</sup> November, patrons can also purchase a limited edition GV VivoCity 1<sup>st</sup> anniversary gift card worth \$20. This gift card allows flexi use for movie tickets and candy bar purchases at any of GV cinemas. This limited edition gift card also entitles the holder to discounts from Tangs, The Face Shop, Chocolat Factory and Powerhouse at St James Power Station.

“When we launched Golden Village VivoCity a year ago, we set an unprecedented standard amongst cinemas in Singapore with Singapore’s biggest ever 15 hall Cineplex. Our aim is to offer our customers the ultimate movie experience. With GV VivoCity’s first anniversary, we want to take this opportunity to say ‘Thank You’ for all your support and we look forward to your continued patronage.” said Mr. Kenneth Tan, Managing Director, Golden Village Multiplex.

Since its official opening on 21<sup>st</sup> November 2006, GV VivoCity has seen record numbers of movie patrons stepping through its cinema complex. Two million patrons were welcomed in this flagship venue throughout the first year, far exceeding expectations of 1 million admissions.

Featuring the best of a cinema under one roof, GV VivoCity has been providing cinema-goers with a series of unique cinematic experience throughout its first year:

- **GV VivoCity New Gold Class Chefs and Menu** – raising the benchmark of premium movie experience through delectable Gold Class menu spearheaded by the newly appointed chefs.
- **The Metropolitan Opera in HD Digital** – screening world-class, High Definition digital opera on big screens.
- **Gold Class Degustation Menu** – movie-dining at its most luxurious with this 9-course menu tied to Singapore Food Festival celebrations.
- **Gold Class Ratatouille and No Reservations Menus** – fine dinner affairs organized in Golden Village VivoCity Gold Class lounge in a thematic motive of “Ratatouille” and “No Reservations” prior to movie screenings.
- **Blog Aloud @ Cinema Europa** –providing rare opportunities for audience to interact with filmmakers face-to-face and discuss the art of filmmaking.
- **Digital 3D and 5D screenings** – use of digital 3D technology for “The Nightmare Before Christmas”, “Meet the Robinsons”, “Monster House”, as well as 5D technology with “Hello Music Land”, a magical musical mix of movie & ‘live’ show that ‘wow-ed’ Singapore.

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#### **About Golden Village VivoCity**

With 15 screens, 2,172-seats, 4 cinema types spread across two fabulous floors of entertainment occupying a stunning 90,000 sq feet of space, Golden Village VivoCity is the largest cinema complex in Singapore. GV VivoCity with its opening on 21st November 2006 set a new benchmark for multiplexes in Singapore by introducing the latest world-class features coupled with 4 different cinema types under one roof designed to provide the ultimate movie experience.

- GVmax - the ultimate big screen experience in a gigantic, stadium-like auditorium with 602 seats and one of the widest screens in Asia (22.4 metres- the length of 2 SBS Buses combined).
- 3 Gold Class Cinemas – the ultimate in luxury movie viewing with a private lounge and plush electronic recliner seats comparable to First Class airline seats all equipped with call buttons for faster and more discreet service (seating capacities of 24, 38 and 48).

- 1 Cinema Europa – A business class cinema with the concept of “a film festival all year round” with arthouse movies, Asian films, local Singaporean productions, internal award winners, well loved classics and other film fare. Featuring digital sound in an intimate deluxe stadium seating auditorium (108 seats).
- 10 New Stadium Cinemas – with state-of-the-art facilities where every seat in every hall is the best in the house - with radiused stadium seating, extra wide legroom and wall-to-wall, floor-to-ceiling screens.  
GV VivoCity is located at No 1, Harbourfront Walk, VivoCity, Level 2 & 3.

### **About Golden Village Multiplex**

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 9 multiplexes housing 73 screens: Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, and its latest, biggest 15-plex flagship VivoCity. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema to personalize the movie-going experience through its Golden Village Movie Club program. Golden Village was the prime mover in the introduction of multiplex to Asia. The company's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, the company and circuit has a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience.

Film distribution arm Golden Village Pictures Pte Ltd releases an average of 30 to 40 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and HAPPY FEET to international arthouse hits like THE MOTORCYCLE DIARIES and SUPER SIZE ME. Golden Village constantly aims to raise the bar in everything that it does so as to offer patrons a memorable experience at the cinemas.

### **For more information and visuals, please contact:**

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