

GV Yishun Reopens as Asia's First Green Multiplex

1st November, 2010 – GV Yishun will be the first eco-friendly multiplex in Asia, when it opens its doors to the public on 4th November 2010. Built in 1992, the multiplex underwent an intensive three-month renovation in August this year.

The refurbishment, which cost Golden Village S\$5million, incorporates environmental sustainability initiatives. Patrons to GV Yishun, which was the first, ever, multiplex, to have been built 18 years ago, will be able to enjoy a brand new cinematic experience. The new-look GV Yishun's green competency is exemplified in five core areas - energy-efficiency, water-efficiency, sustainable operations and management, and indoor environmental quality. The new energy-saving LED lights installed within the multiplex will result in less heat emission and cooler cinema halls. The energy-efficient, "self-cooling" air-conditioning systems are another boost as they will allow temperatures in the cinema halls to be kept at temperate and comfortable levels. GV Yishun has incorporated motion sensor lightings in the restrooms, waterless flush for male urinals and water-efficient labelled sanitary fittings, in all restrooms for economical and ecologically-aware, water usage.

"Given the high volume of traffic passing through our cinemas, it is important, that we, as cinema operators recognize the need to go green. With sustainable technologies and green features that are available now, Golden Village, as a leading cinema operator in Singapore, wish to take the lead in this aspect by aligning our operations to be environmentally-minded so as to reduce our carbon footprint. GV Yishun therefore is paving the way for Golden Village's green efforts and we hope that our patrons will join us in our effort as we work towards making more of our cinemas environmentally-friendly," said Mr. David Glass, Managing Director of Golden Village Multiplex.

High on the green list of priorities is an effort to minimize the amount of waste sent for incineration. Patrons will be encouraged to practice recycling, when GV continues with its environmentally-friendly initiatives at GV Yishun.

Green measures adopted by Golden Village at other locations such as the Mobile Ticketing Service and the use of electronic posters have also been implemented at GV Yishun. The popular GV Mobile Ticket allows movie-goers to gain direct entry into the cinema halls, beating the queues at the box office.

The newly-renovated GV Yishun has a capacity of 1477 seats with 20 berths set aside for wheelchair-bound patrons. The seating capacity has been reduced by more than 40%, to allow for wider legroom space. It will retain its signature ten cinema halls, of which three of them have been upgraded to full 3D digital halls.

GV Yishun is the first within the GV multiplexes to have converted three traditional halls to purely digital halls.

On 3rd November, 2010, Golden Village will be offering 800 free tickets to patrons for the pre-opening while stocks last. A hall will also be designated for a charity screening for the Students Care Service at Yishun.

From 4th November 2010 to 3rd February 2011, patrons who buy 4 movie tickets at GV Yishun stand a chance to win an eco-friendly home appliance monthly.

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