

## **PRESS RELEASE**

### **SENIOR CITIZEN'S MOVIE DAY AT GOLDEN VILLAGE TIONG BAHRU**

28 July 2008 – Golden Village Multiplex, New Moon and People's Association are joining hands to give senior citizens a treat on 31 July.

As an added treat for the Senior Citizen's, Director Jack Neo is scheduled to make a special appearance during the afternoon's event.

Golden Village Multiplex with the support of People's Association, are organizing a Movie Day for senior citizens at Golden Village Tiong Bahru where they will get to watch Jack Neo's latest movie, Money No Enough 2 at a discounted rate and receive a free 1kg bag of New Moon Fragrant Rice.

The senior citizens are part of People Association's Senior Citizen's Network, a network for Singaporeans aged 50 years and above to be part of a community which offers a myriad of lifestyle activities, courses and volunteering opportunities to encourage an active and healthy life.

"Golden Village is extremely proud to welcome Senior Citizens to attend the screening of Money No Enough 2. We are also aware that many senior citizens have struggled to keep up with inflation, especially the rising costs of basic necessities such as rice, and we hope that this will help in a small way," says Mr. David Glass, Managing Director of Golden Village Multiplex.

Ms. Veronica Sim, Deputy Head for the Senior Citizen's Network says, "PA is happy to partner with Golden Village in this meaningful activity as it creates another platform for our seniors to come together, interact and bond."

Jack Neo's most successful local production had earned over S\$5.8 million when it was released in May 1998, making "Money No Enough" the highest – grossing film in Singapore. Now, 10 years later comes the much anticipated sequel, produced by Rain Tree Pictures and distributed by Golden Village Pictures. What better way for these Senior Citizens, especially the ones who are fans of Jack Neo to spend a memorable afternoon with friends.

The Movie Day also complements Golden Village Multiplex's Loyalty Card Programme for Senior Citizens. Following the success of the Senior Citizen Loyalty Programme, Golden Village Multiplex will be continuing with a second phase of the Senior Citizens Loyalty Programme. The Loyalty Card allows Senior Citizen members to redeem New Moon items such as bottles of Chicken Essence and bags of New Moon Premium Fragrant Rice upon the completion and submission of their movie card with the required number of stamps collected each time they purchase a movie ticket. The Loyalty Card also rewards the Senior Citizen members with two stamps for movie ticket purchases on Mondays. Senior Citizens can also enjoy discounted movie tickets of \$4.00 per ticket from Monday to Friday for sessions before 5pm.

All completed movie cards entitle Senior Citizen members in a monthly lucky draw where one rice cooker can be won monthly.

Details for the Movie Day are as follows:

Date: Thursday, 31 July 2008

Time: 1530 hours (3.30pm)

Cinema Hall: Golden Village Tiong Bahru at #04-03/04Tiong Bahru Plaza

Movie to be screened: Money No Enough 2

Cost of Movie Ticket: \$4.00

### **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 80 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. ([www.gv.com.sg](http://www.gv.com.sg))

**About People's Association**

The People's Association brings people together to take ownership of and contribute to community well-being. We connect the people and the government for consultation and feedback. We leverage on these relationships to strengthen racial harmony and social cohesion, to ensure a united and resilient Singapore.

We achieve our mission through our network of 1,800 grassroots organizations, five Community Development Councils, the National Youth Council, National Community Leadership Institute, Outward Bound Singapore and Water-Venture.

The People's Association Senior Citizen Network is set up to promote active ageing programmes. It is the largest senior network in Singapore which aims to provide opportunities to engage and empower seniors to lead active, healthy and meaningful lives in the community. At present, it has 339 Senior Citizens' Executive Committees with more than 5,000 volunteers who organise wholesome activities for senior residents.

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