

Media Release  
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## **GOLDEN VILLAGE LAUNCHES PERANAKAN-THEMED PHOTO CONTEST**

*Winning entries to be exhibited at the upcoming GV Katong*

**Singapore, 21 September 2011** – In anticipation of GV Katong’s opening, the tenth multiplex from Singapore’s leading cinema exhibitor, Golden Village is inviting the public to help tell the Peranakan story by participating in its “**What Does Peranakan Mean to You?**” photo contest, starting from 22 September to 31 October 2011.

The open photography competition aims to capture the rich Peranakan culture — a distinctive feature of the Katong area. Golden Village is seeking entries that depict the Peranakan culture as conveyed through the eyes of the public. The submissions can portray a wide array of subject matter, ranging from everyday objects such as food and clothing to traditions, history, architecture, design, and people.

The photo contest, which will run for six weeks has garnered support from Nikon Singapore. Representatives from Nikon and Golden Village will form the judging panel to select the two best entries for the first and second place titles. The public will also be able to determine the winning entry for the “People’s Choice” category by voting for their favourite submission from 3 to 9 November 2011 via [www.gv.com.sg](http://www.gv.com.sg)

The prize winners from this creative contest will win attractive cash prizes and the latest range of cameras and accessories, sponsored by Golden Village and Nikon Singapore;

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| <b>1<sup>st</sup> Prize:</b> | \$1,000 and Nikon D1300 kit<br>(worth \$919)  |
| <b>2<sup>nd</sup> Prize:</b> | \$500 and Nikon Coolpix P7000<br>(DSLR-like compact camera, worth \$799)            |
| <b>People’s Choice:</b>      | GV \$88 Giftcard and Nikon Coolpix S1100pj<br>(with built-in projector worth \$529) |



The three winning entries will be exhibited for public viewing at GV Katong. The winning photographers will also be invited to the grand opening of the brand-new Peranakan-inspired multiplex. To top it all, the first-place picture will be featured in GV Katong's promotional materials.

To enter the GV's "What Does Peranakan Mean to You?" photo contest, please go to [www.gv.com.sg](http://www.gv.com.sg) for more information on contest rules and requirements. Participants may also pick up the submission forms from any GV Box Office.

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### **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 have a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience.

Established in 1993, Golden Village Pictures is Singapore's leading independent movie distributor, releasing a wide range of titles from blockbusters like the MATRIX trilogy, HAPPY FEET, OCEAN'S THIRTEEN and I AM LEGEND to art house gems such as SLUMDOG MILLIONAIRE, THE READER and DEPARTURES to world-acclaimed documentaries THE COVE, MAN ON WIRE and NANKING. Golden Village Pictures is also the leading distributor for many of Singapore's home grown movies like Kelvin Tong's THE MAID, Royston Tan's 881, Jack Neo's MONEY NO ENOUGH 2 as well as key Asian hits including SHUTTER, 4HOBIA, KUNGFU DUNK and RED CLIFF. 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))