

Media Advisory

Golden Village raises awareness of recycling and organizes first eco-vegan fair in Singapore at GV Yishun

Singapore, 12 April 2012 – To drive home the annual Earth Day message to conserve the environment, Golden Village (GV) will launch a GV-initiated video on the importance of recycling correctly. GV will also organize the first eco-vegan fair in Singapore on Saturday, 21 April at GV Yishun from 12 noon to 9.00pm. This is part of GV's commitment to raise public awareness on the importance of protecting the environment by embracing an eco-friendly lifestyle.

Featuring eco-friendly and vegan food & beverage products, the fair will include participating brands such as All Things Green and Beautiful, Etrican, Pachelbel, Wish List, After Organics, O'right, Soyato Ice Cream and others, all offering a wide range of eco-friendly accessories, apparel and food-related products. **[Please refer to Appendix for the full-list of vendors]**

Visitors to the fair can look forward to a variety of products ranging from daily essentials, handbags, accessories, natural botanical spa products, arts and crafts, home décor products and healthy food alternatives. GV will also be giving out free movie tickets at the Eco-Vegan fair at GV Yishun through activities hosted by Power 98 DJs on 21 April.

GV's efforts to promote a green message began with GV's participation in 2012's Earth Hour: GV Yishun, GV Marina, GV Plaza and GV Bishan switched off non-essential lighting from 8.30pm to 9.30pm and free eco-friendly bags were given out with every pair of tickets purchased at GV Yishun .

Patrons are also encouraged to use a recycling machine at GV Yishun designed to reduce the environmental impact of soft drink cans and PET bottles. GV has also taken the initiative to produce a video on recycling that will be played on all GV lobby display screens to motivate patrons to cultivate the habit of recycling correctly. Existing green measures adopted by GV at other multiplexes includes the installation of water efficient taps, eposters, mobile ticketing at GV Yishun and energy-efficient LED lighting.

About Golden Village Multiplex

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 10 multiplexes housing 81 screens with locations at Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, Katong 112 and Vivo City, home to GV's flagship cinema and Singapore's only megaplex. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema company to personalize the movie-going experience through its Movie Club program. The prime mover in the introduction of the multiplex to Asia, Golden Village's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, GV has 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 film distributor, releasing a wide range of titles from blockbusters like the MATRIX and OCEANS trilogies, I AM LEGEND and SHERLOCK HOLMES to arthouse gems such as SLUMDOG MILLIONAIRE, THE READER and DEPARTURES. Golden Village Pictures is also the top distributor for most home-grown films including Kelvin Tong's THE MAID, Royston Tan's 881, Jack Neo's MONEY NO ENOUGH 2.

List of brands participating in Eco-Vegan fair

Company/Brand	Description
After Organics	After Organic is a distributor for reputable brands that are well-loved by people all over the world. They supply eco-friendly kid furniture and wooden toys to preschools to give more exposure about environmental products that are beneficial to the next generation. Brands they carry include KROOOM, topazoo, Maple Landmark, and Geggamoja.
All Things Green and Beautiful	ATGAB is a Singapore-based company founded in 2009 by eco-designer Elaine Pang, with a mission to preserve the environment we live in by starting a serious green business. Elaine collects pre-loved handbags, cuts them up, re-thinks the materials, and hand-makes them into the most unexpected accessories. Every product is made up of at least 80% upcycled materials. A percentage of all profits go towards non-profit organizations.
Etrican	Etrican was established in December 2009 by head designer Yumiko Uno and Dragos Necula (head of business development) as one of Singapore's first green fashion labels and a pioneer of the local eco lifestyle movement. Etrican designs wearable eco-friendly clothes and accessories that do not compromise on style and quality and yet are kept affordable by running an efficient business and keeping profit margins low. The company aims to bring responsible fashion into the mainstream and become the standard rather than a niche. For more information visit www.etrican.com .
O Right	O'right puts green concepts into products, from materials, ingredients, designs, activities to experiences. They produce organic hair products such as shampoos, conditioners, scalp care, hair treatment, styling and body care products. For more information, visit www.hairoright.com .
Pachelbel	Pachelbel is inspired in creating and making vegan fashion a new trend to harmonize fashion demands on designs, quality materials and credible workmanship with the need to maintain animal sustainability in this modern and conscious society. Our fashion products are made of materials like bicast leather, polyurethane leather, vinyl polymer, nylon and jacquard embroidery with in-house designed fittings to bring out the uniqueness of each design, and the character its carries and represents to attract and fascinate our valuable customers for a value that they owned is worthy and enduring with time and occasion. For more information, visit www.facebook.com/PachelbelFashionista .
Sculptor's Workshop	The Sculptor's Workshop runs events and hands-on activities with clay and other materials for individuals, families, social groups and business corporations.
Soyato Ice Cream	Soyato ice cream is a new form of dessert made of soymilk that are low in fat and have zero cholesterol without compromising on taste. They offer products such as frozen soy dessert, soy ice cream, shakes, and floats.
Sparks & Posh	Sparks & Posh is an innovatively driven business inaugurated in 2008 and provides total solutions for vehicle hygiene and maintenance right at car owners' doorstep. The company has introduced time-saving techniques to provide customers with 'right-at-your-doorstep' mobility convenience and excellent car services using light and compact washing tools.
Veg Fry	Specialising in vegan food, Veg Fry offers a range of healthy alternatives to meat.
Wish List	Wish List is a distributor and retailer for brands including Poko Rano and Paola Robba. They keep their style casual, confident and colourful, and where they can an eye out for a greener world.