

**For Immediate Release**

## **Parkway Parade Marks International Women's Day by Celebrating the Extraordinary in the Everyday Women**

**Singapore, February 2014** – Women are a source of inspiration and a pillar of strength for one another. To honour this indissoluble bond, Parkway Parade is celebrating the everyday women with a plethora of activities. In conjunction with this coming International Women's Day, nominate your woman of influence through the "Celebrating Women App" this February. To add on to the festivity of applauding the spirit of womanhood, get your nails primed at the "Nails For A Cause" event, to be held on Mar 8, where women from all across the island come together to support a worthy cause.

### **Celebrating Women**

The everyday women in our lives, be it your mother, best friend, partner or lady boss, could have made an impact in your life. Nominate that extraordinary woman and share their story on Facebook.

Three female nominees will be selected to grace the opening of the International Women's Day event at Parkway Parade and be awarded a Destinee Serendipity pendant with chain from Lee Hwa Jewellery, worth \$3,366.

(For more information on the line-up of Parkway Parade "Celebrating Women" events, please refer to the Annex)

### **Nails for A Cause**

Get your nails done and make a difference to someone's life today. In partnership with the Singapore Cancer Society, a beneficiary of cervical cancer, Parkway Parade aims to raise awareness and bring smiles to women everywhere by hosting the largest manicure event "Nails for A Cause" on 8<sup>th</sup> March, Saturday. All proceeds will go to fundraising to benefit the Singapore Cancer Society.

“At Parkway Parade, having been serving families for the past 30 years, we would like to show our appreciation to the mothers, daughters and sisters everywhere. By donating the proceeds we have garnered during our “Nails for a Cause” event to the Singapore Cancer Society, we hope that this would make a difference to someone’s life”, expressed Ms Stephanie Poh, General Manager, Parkway Parade.

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**About Parkway Parade**

At Parkway Parade, our vision is to be the preferred shopping destination that delivers meaningful and refreshing experiences for shoppers, fulfilling both their functional needs and emotional aspirations. We strive to create significant value and brand equity for our stakeholders through a strategic tenant-mix, shopper-centric activities and seamless experiences for our discerning shoppers.

For the sophisticated east-side community, Parkway Parade holds a relevant range of choices for the families who desire convenience and a meaningful retreat in a refreshing environment.

Parkway Parade is owned by Parkway Parade Partnership, managed by Lend Lease Retail Pte Ltd. It is located 8 kilometers to the East of Singapore’s CBD just off the Marine Parade exit on the ECP. Parkway Parade is one of Singapore’s first major and biggest suburban malls. It comprises 7 levels of retail outlets (including basement) with over 270 retailers, 1 level of Medical Centre, a 17-storey office tower atop the retail podium and a car park with 1201 parking bays.

For more information about Parkway Parade, please visit their website on [www.parkwayparade.com.sg](http://www.parkwayparade.com.sg). Find them on Facebook for promos and updates. Parkway Parade’s name in Chinese is 百汇广场。

## About Lend Lease

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Parkway Parade is a mall managed by Lend Lease. Lend Lease is a leading international property and infrastructure group. Listed on the Australian Securities Exchange and with over 16,500 employees worldwide, Lend Lease's capabilities span the entire property spectrum - development; investment management; project management & construction and asset & property management. Our expertise covers multiple sectors including commercial, life sciences, retail, hospitality, education and industrial.

We create innovative and sustainable property solutions, forging partnerships and delivering maximum benefits to clients, investors and communities. Sustainability has always been an integral part of our culture and through design and investment in new technologies; we are delivering the next generation of sustainable property solutions. Safety is our number one priority and Lend Lease is committed to operating Incident & Injury Free wherever we have a presence.

For more information about Lend Lease, please visit our website [www.lendlease.com](http://www.lendlease.com).

## Annex

### **Parkway Parade's Celebrating Woman App**

Date: 15 Feb – 28 Feb

Nominate your most inspiring woman of the year on our Facebook App via the link <https://apps.facebook.com/celebratingwomensg> and *Share* it on Facebook for a chance to win.

All entries are to be accompanied with a write-up (less than 100 words) and a photo to be submitted on Parkway Parade's website or Facebook by 28 February midnight. The top three entries will each be awarded Destinee Serendipity pendant with chain from Lee Hwa Jewellery worth \$3,366.

The final 3 nominees will also make a special appearance at Parkway Parade's "Celebrating Women" event held on 8 March.

### **Sign Up For Nails For A Cause**

Date: 8 Mar

Time: 2 – 5PM

Venue: Parkway Parade, Basement Atrium

Join in the attempt to beat the Guinness World Record of mini-manicures as over 80 professional manicurists paint nails at a speed of 10 minutes each.

All proceeds will go to Singapore Cancer Society (The Cervical Cancer Preventive Fund). The organizer will allocate the manicure session respectively and inform participants of the timing by 7 March.

Participants will have sign up by 2 Mar and pay \$10 (per person) with your Visa or Mastercard card at <http://pbp.sph.com.sg/urbanapp2014>.

### **Three 2D/1N Staycations to be won fortnightly**

Date: 15 Feb – 14 Mar

Shoppers now stand a chance to win 2-Day, 1 Night luxurious staycation and spa package for 2 at the Siloso Beach Resort Sentosa.

<sup>1</sup>To qualify, spend a minimum of \$50 in a single same-day receipt. Purchases made at beauty, wellness and fashion stores at Parkway Parade will double your chances!

### **Terms & Conditions:**

<sup>1</sup>Each shopper is limited to a maximum of 10 chances per shopper per day. Other terms and conditions apply. Visit our Customer Service Centre at Level 1 or [www.parkwayparade.com.sg](http://www.parkwayparade.com.sg) for more details.