



*Park Hotel Group Turns The Nation's 50 Years of Memories
Into An Iconic Walk Down Memory Lane Challenge
Play, 'tikam' and 'jio' your buddies to win nearly 8,000 prizes*

Singapore, 30 April 2015 – No doubt it's only a dot on the map but Singapore's turning 50 has brought strong reflections on its historical past as Park Hotel Group commemorates this nation-wide milestone with the ***Icons of SG Challenge***. Online visitors to the group's Facebook page (www.facebook.com/parkhotelgroup) can embark on a journey to identify yester-years cum modern Singapore's food, games, sights and faces, and win themselves nearly 8,000 prizes from 1 May to 31 July 2015.

Inspired to spur the public to retrace and relive the good old times from nation-building years to the modern cityscape it is now, this online challenge invites everyone to identify as many Singapore's icons as they can within 60 seconds. Points will be accumulated to 'tikam' for prizes spanning from pampering weekend staycations, boisterous group meals to fun night-outs with your buddies. The total worth of the prizes is a whopping \$600,000.

Players can also invite their buddies to join in the Challenge which would earn them additional opportunities to play the game, earning more 'tikams' and win as many prizes as they can.

Highlights of the prizes include:

- A pamper for your sayang Weekend Suite Staycation for two with breakfast in bed at Grand Park Orchard (worth \$1900++)
- Jio your buddies! A complimentary Buffet Dinner for four (worth \$250++) at The Carvery, at the soon-to-be-opened in May, Park Hotel Alexandra
- Let us buy your kakis dinner! Complimentary Buffet Dinner for four at Brizo, Park Hotel Clarke Quay (worth \$200++)
- Have long lazy lunch with your buddy on us! A weekend Asian Tunch for two (worth \$90++), compliments of Grand Park City Hall

To find out more, visit facebook.com/parkhotelgroup



Media Release

Glossary of local words

Tikam: Malay word for ‘random pick’

Sayang: Endearing Malay word for ‘loved one’

Jio: Hokkien word meaning ‘to ask out’

Kakis: Local colloquial for ‘buddies’



How to play Icons of SG Challenge



Gameboard - Places Category Challenge (sample)



Gameboard - Food Category Challenge (sample)



Gameboard - Places Category Challenge (sample)

About Park Hotel Group

Park Hotel Group is one of Asia Pacific’s best hospitality groups. The Group manages, owns and develops Park branded hotels around the Asia Pacific.

Established since 1961, Park Hotel Group celebrated its 50th Anniversary in 2011 and continues to focus on its footprint expansion through acquisitions and partnerships, as it seeks to establish itself as one of the World’s top hospitality brands.

The Group’s regional portfolio consists of nine properties across three countries and six cities, with access to over 3,000 rooms.



Media Release

Park branded hotels include the luxury Grand Park and the upscale Park Hotel.

Grand Park is a luxury hotel brand located in major urban centres and gateway cities. The brand offers premium accommodation designed for the discerning business and leisure travellers. Comprehensive business and meeting facilities, gourmet dining options and spa make Grand Park an ideal place for work and play. Grand Park hotels can be found in Singapore, China and Japan.

Park Hotel is an upscale hotel brand located in prime city-centre locations and offer convenience, personalised services and high standards of amenities to the business or leisure traveller. Park Hotels can be found in Singapore and Hong Kong.

Park Hotel Group's portfolio of properties include

Singapore

- Grand Park Orchard
- Grand Park City Hall
- Park Hotel Clarke Quay
- Park Hotel Alexandra (2015)
- Park Hotel Farrer Park (2016)

Indonesia

- Park Hotel Nusa Dua Bali (2015)

Thailand

- Park Hotel Khao Lak Beach Resort Phang Nga (2015)

Hong Kong

- Park Hotel Hong Kong

China

- Grand Park Xian
- Grand Park Wuxi
- Grand Park Kunming

Japan

- Grand Park Otaru

For more information on Park Hotel Group, please log on to parkhotelgroup.com

For media enquiries or images, please contact:

Corporate Marketing Communications

Park Hotel Group

Tel: +65 6593 6999

E-mail: marcom@parkhotelgroup.com