



FOR IMMEDIATE RELEASE

A little hat with enormous fun on Orchard Road

Alfestco launches "Fun Trail on Orchard Road" in conjunction with their annual "Little Christmas Hat Project". Buy a piece of Singapore art, take nice Christmas photos with it, do a little charity and now get discounts as you go treasure hunting on Orchard Road!

Singapore – December 4, 2014 – Singapore based heart warming festival gifts company Alfestco today launches the "Fun Trail on Orchard Road" project in conjunction with their annual "Little Christmas Hat™ Project 2014". 12 retailers have signed on as the inaugural partners of this programme, offering dollar discounts ranging from \$1 to \$3 on their items to all hat wearers of the authentic Little Christmas Hat. Retailers include Saybons with their signature crepes, Cornery with their gourmet popcorns, New Zealand Natural with their premium imported ice cream and even Wendy's with their USA-taste combo meals. Non-food retailing partners include gifts retailer TotallyHotStuff as well as gaming centre E2Max @ Cathay Cineleisure.

"This fun trail takes our Little Christmas Hat Project to an all new level in the objective of spreading good Christmas cheer all round," says Alfestco's co-founder Ian Choo. "For just \$5, you will have supported local housewives who handmade this little hat, lit a light for needy patients supported by our adopted charity, and got yourself a lot of Christmas cheer going around Orchard Road enjoying discounts of fun and delicious products. The Little Christmas Hat just became your ticket to happiness this December." The adopted charity for project 2014 is the KKH Health Endowment Fund, and \$1 is pledged to the charity with every hat sold.

To participate, members of the public can approach any of Alfestco's hat sellers on Orchard Road to buy a Christmas hat, which they must wear when they visit the participating retailing outlet to enjoy the corresponding discount. Each Hat buyer can also get a postcard if they wish to take part in the fun trail lucky draw, where they go collect stamps from each retailer. Collect 6 stamps for one lucky draw chance, or visit all 12 retailers on the programme and get 3 lucky draw chances. 20 winners of \$50 shopping vouchers will be picked after Christmas. The closing date for the lucky draw entries will be 15 January 2015.

The **Little Christmas Hat™ Project** is an annual project where local housewives are gathered to make these cute baby-palm sized versions of Santa's triangular Christmas hat, with part proceeds donated to an adopted local charity. Now in its seventh year, this local project has donated more than S\$200,000 to various local charities, and is now replicated in Hong Kong and previously as well in Malaysia. Designed, registered and made locally, each Little Christmas Hat™ is a unique piece of art and is a great Singapore souvenir. These little hats can be bought from the company's hat sellers during the month of December 2014 along Orchard Road or at Gardens By The Bay, or by contacting the company directly via their website www.alfestco.com. The hats are also sold at selected Watsons stores islandwide.



Other resources

About the "Little Christmas Hat™ Project 2014

<http://www.alfestco.com/little-christmas-hat.html>

About the Little Christmas Hat™ registered design:

The Little Christmas Hat is designed by Shanlee Design and is exclusively managed by Alfestco Pte Ltd. The hat creation is registered with the Intellectual Property Office of Singapore under the approved Registered Design number D2008/1175/I. Please refer to the IPOS website at <http://designsearch.ipos.gov.sg> for visuals and information about the registered design.

Where to get the Little Christmas Hats™ 2014

- 1) From our roving Hat Sellers on Orchard Road on most Fri, Sat & Sun evenings till Christmas Day 2014.
- 2) From our roving Hat Sellers at Gardens ByThe Bay – The Christmas Wonderland on most Fri, Sat & Sun evenings till Christmas Day 2014.
- 3) By emailing your orders to sales@alfestco.com.
- 4) From selected Watsons Stores in shopping malls islandwide.

– Police License for House-to-House Street Collection

L/HH/000344/2014, valid till 25 Dec 2014

Alfestco

All Festival Company

List of participating retailers and their discounts for "Fun Trail at Orchard"

- 1. Wendy's (Liat Towers, Fast Food)**
\$1 off combo.
Offer only valid at Wendy's Liat Towers. Available after 11am.
Address : Liat Towers – 541 Liat Towers, #01-01, Orchard Road S(238888)
- 2. Cornery the Popcorn Gallery (Ion, Popcorn)**
\$1 off any candied/sugar-crusted gourmet popcorn.
Address : Ion Orchard – 2 Orchard Turn #B4-46 S(238801)
- 3. Sophisca (Ion, Chocolate)**
\$2 off Crescent Chocolate Canister (U.P \$13.90).
Address : ION Orchard – 2 Orchard Turn #B4-07 S(238801)
- 4. New Zealand Natural (Paragon, Ice Cream)**
\$1 off for single scoop ice cream in cup or cone (U.P. \$4.90).
Address : Paragon – 290 Orchard Road #B1-K2 Paragon S(238859)
- 5. E2MAX (Cathay Cineleisure/ Games)**
\$2 off Play PC or Video games offering.
Address : Cathay Cineleisure – 8 Garang Road, Cathay Cineleisure Orchard Level 9 S(239695)
- 6. Little House of Dreams (Cineleisure, Cupcakes/Cakes)**
\$3 off with every \$10 purchase.
Address : Cathay Cineleisure – 8 Garang Road, Cathay Cineleisure Orchard #B1-07 S(239695)
- 7. Action City (313@Somerset, Audio Products)**
\$2 off any LITTLEBIGSOUND audio products.
Address : 313@Somerset – 313 Orchard Road #04-04A S(238895)
- 8. Totally Hot Stuff (Orchard Gateway, Unique Gifts)**
\$2 off minimum \$10 purchase.
Address : Orchard Gateway – 277 Orchard Road #03-02 S(238858)
- 9. Glacier Yogurt (Orchard Gateway, Parfait Yogurt)**
\$1 off Parfait (U.P \$6.90).
Address : Orchard Gateway - 277 Orchard Road, Orchard Gateway #B2-09, S(238858)
- 10. Each-A-Cup (Center Point, Bubble Tea)**
\$1 off minimum \$3 purchase.
Address : Centrepoint – 176 Orchard Road, #B1-14, Centrepoint Cold Storage S(238843)
- 11. Saybons (Plaza Singapura/ Taka Food Basement, Crepes)**
\$1 off any gourmet crepe.
Address :
Plaza Singapura - 68 Orchard Road, Plaza Singapura #B2-32 S(238839)
Takashimaya Food Hall – 391 Orchard Road, Takashimaya Shopping Centre, B2 S(238872)
- 12. Lolly Talk (Plaza Singapura, Candy)**
\$2 off with purchase of at least 2 happy size lollypop (U.P \$2.90 each)
Address : Plaza Singapura - 68 Orchard Road Plaza Singapura #B2-20



About Project 2014 adopted charity : The KKH Health Endowment Fund

The KKH Health Endowment Fund (KKHHEF) raises funds to help needy patients, who very often have exhausted all options and are in need of financial assistance, for their medical treatment. The fund also supports education, research and disease prevention programmes targeted at women's and children's health. KKHHEF was registered as a charity in 2002. It is an Institution of Public Character (IPC) and is administered by KK Women's and Children's Hospital (KKH) and governed by a Board of Trustees who serve for a term of three years in an honorary capacity. As KKHHEF is totally dependent on donations, on behalf of the patients, we thank the generous donors who have literally saved lives by enabling the fund to continue with its work of giving financial support to needy patients.

Thank you for being part of this life-saving cause!

Read more at : <http://www.kkh.com.sg/AboutUs/WaystoGiveAndVolunteer/Pages/KKHHealthEndowmentFund.aspx>

About Alfestco

Alfestco aims to be the most heart-warming creator and seller of Festival Gifts. Being the most heart-warming means our gifts will bring laughter and joy to the people who make them, sell them and buy them. Alfestco believes in self reliance before doing good, and aims to create a financially regenerative business system that channels at least 25% of project profits back into every society that they operate in. We aim to have a representation in every major city of the world, and to be a profitable company with the resources, heart and soul to help the societies that we operate in.

The team at Alfestco has operated the "Little Christmas Hat Project" annually since 2008, raising more than S\$200,000 for various local charities including the Singhealth Foundation, the Straits Times School Pocket Money Fund and the KKH Health Endowment Fund. Alfestco's subsidiary in Hong Kong, Alfestco (HK) Pte Ltd, has also operated the "Little Christmas Hat Project Hong Kong" since 2012. Alfestco is also the founder of the National Car Flag Project.

Read more at : www.alfestco.com.

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Note to Editors: For additional project and company information, please visit www.alfestco.com.