

# UOL channel

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THE BATTLE CONTINUES  
AT VELOCITY.



## BIGGER AND BETTER. VELOCITY B-BALL BATTLE REACHES NEW HEIGHTS

Drawing a parallel to the famous West 4th Street Courts, also known as “The Cage” in New York City, Velocity built its very own Singaporean cage for its Velocity B-Ball Battle. Similar to “The Cage” where a number of NBA stars were discovered, the B-Ball Battle aimed to be the event where new basketball talents are spotted.

Already in its second year, Velocity B-Ball Battle scored with an unprecedented number of teams registering for its “streetball” tournament. Last year, Velocity B-Ball Battle was the largest basketball competition in Singapore with 147 teams. This year, the number reached 174 teams, way before the registration deadline.

Players loved the oppressive cage with tougher play format where the court size was irregular with no out-of-bounds. The draw for this tournament grew when an additional regional element was included; the winners of 2 categories - *Men’s Open* and *Men’s 18 and Below* would go on to compete in the Malaysian Streetball

AND1 league with their air-tickets, accommodation and tournament fees covered. Basketball enthusiasts from all walks of life and nationalities took part in this competition including a team that flew in from France.

Winners from the 4 different categories and Velocity Slam Dunk Competition walked away with more than S\$10,000 worth of prizes. Strategic partners like AND1, Spalding, World of Sports, Siggs and 100 Plus added prestige to the tournament. Shoppers also had the opportunity to meet celebrity basketball players in exhibition games and took part in our daily shopper’s challenge winning themselves fantastic prizes.



## UOL AT URA’S URBAN PLANNING FORUM IN SHANGHAI



From left: Professor Heng Chye Kiang (Dean of School of Design and Environment, National University of Singapore), Architect Mr Moshe Safdie, Mr Mah Bow Tan (Minister of National Development, Singapore), Architect Mr Daniel Libeskind and Dr Liu Thai Ker (Chairman for Centre for Liveable Cities Advisory Board, Singapore)

Speaking at the forum, National Development Minister Mah Bow Tan, shared Singapore’s urban planning experience based on the ‘Three Principles’, ‘Three Priorities’ and ‘Three Innovations’. He said the government has taken key steps to promote sustainable living which could be considered by other Asian countries facing similar challenges. The steps may also be viewed as one of Singapore’s core competencies and expertise. In his view, innovative thinking in three areas – policy and governance, economic activity and technology – is required to achieve a liveable and sustainable city.

Mr Mah also added that the huge market in China, coupled with its huge talent pool, will make Chinese cities fertile grounds for innovations, new technology and ideas to bloom and take off. He believed that China would succeed in achieving both vibrant growth and liveability, and this success would make a tremendous positive impact on cities throughout Asia, including Singapore.

The audience of about 300 included officials from Shanghai, Tianjin, provinces such as Guangdong and Jiangsu, as well as local developers and urban planners. Apart from Mr Mah, other speakers included Dr Qiu Baoxing, Vice Minister for Housing and Urban-Rural Development (China), Dr Liu Thai Ker, Chairman for Centre for Liveable Cities Advisory Board, and renowned architects Mr Daniel Libeskind and Mr Moshe Safdie.



From left: Mr He Gao Chao (Head, Planning Bureau, Hong Qiao District, Tianjin), Mr Du Zhong Xiao (Vice Director of Hong Qiao Government), Gwee Lian Kheng (Group Chief Executive, UOL Group Limited), Mr Liam Wee Sin (Chief Operating Officer, UOL Group Limited).



## ACTION ADVENTURE @ UNITED SQUARE

United Square celebrated her 8th birthday in August with a series of adrenaline-pumping challenges specially tailored for children aged 5 to 15 years old. The atrium was transformed into a jungle trail with three 8-metre tall towers of adventure challenges ranging from rock wall climbing to abseiling, flying fox, pole walking, monkey bar, tyrolean traverse and plank walking.



Happening for the first time in a shopping mall, kids get to experience a series of high-altitude adventure challenges which normally take place outdoors. In this exhilarating adventure circuit, participants go through a series of challenging obstacles such as scaling a 8-metre high rock wall, pole-walking from one tower to the next tower and surging across the mall on a 13-metre flying fox. Younger children can opt for professional instructor's help to complete the challenges. Staged in the open shopping atrium, Action Adventure drew a huge turnout of spectators who watched on eagerly as the participants cleared each obstacle.

Prior to the start of the adventure circuit, participants learned useful life-saving skills such as first-aid and CPR skills from certified first-aid trainers. With support from Health Promotion Board and Singapore Sports Council, participants were also taught proper stretching and sports safety tips from professional instructors through interactive play and information. Upon completion of the adventure course, each delighted kid walked away with an exclusive goodie bag and a video clip of themselves performing the flying fox or abseiling.

As part of its Anniversary celebration, United Square invited children and youths from CARE Singapore for this action adventure. Over a period of 5 days, over 50 children/youths completed the adventure circuit. The exhilarating games kept the youths brimming with joy as they cheered on their friends when they complete each obstacle. "The games are so exciting, I enjoy the Flying Fox most and wish it can be longer," said 13-year-old Hao En. "It is really fun and we can come with our friends," added Alma, also 13 years old. The youths had a great time and were grateful for the opportunity.

It's Happy Children's Day promotion after the Action Adventure promotion, kids will enjoy freebies, royal make-overs, tea parties and more with Disney Princess magazine.







## PAN PACIFIC HOTELS GROUP TO OPEN PARKROYAL SERVICED SUITES KUALA LUMPUR

Strengthening its presence in Kuala Lumpur where it already operates Pan Pacific Kuala Lumpur International Airport and PARKROYAL Kuala Lumpur, Pan Pacific Hotels Group will open PARKROYAL Serviced Suites Kuala Lumpur in October 2010, increasing its portfolio of rooms to 1,154 in the city. Centrally located in the heart of Kuala Lumpur's Golden Triangle, the city's premier commercial, shopping and entertainment hub, the brand new 30-storey Serviced Suites property features 287 well-appointed suites ranging from studios to two-bedroom suites.

The ideal home for travellers and families who desire comfort, a local connection and a great base to explore their new home and surroundings, PARKROYAL Serviced Suites Kuala Lumpur will provide guests and residents with a modern and an authentic stay experience. Diverse dining, entertainment leisure and lifestyle options are just minutes away, given its prime location of being adjacent to the famous food streets of Jalan Alor and Bukit Bintang and mega malls such as KLCC, Pavilion and Lot 10.

All suites feature spacious living areas, fully-equipped kitchens, state-of-the-art home entertainment systems, telephones with IDD/ DID/ Voicemail facilities and complimentary wired/wireless internet access. For residents with business needs, they will be supported by a business centre with secretarial services. Residents can also enjoy leisure facilities such as a fully-equipped fitness centre, a Residents Lounge and a rooftop pool that offers panoramic views of the city skyline.

"We are delighted to introduce PARKROYAL Serviced Suites to Kuala Lumpur," said Pan Pacific Hotels Group President and CEO A. Patrick Imbardelli. "That we already have two well-established and award-winning properties here allows us to leverage on our knowledge of this vibrant city and proven expertise in providing hospitality experience to more new guests and customers in the city."

This is the second PARKROYAL Serviced Suites and first outside of Singapore. The Group will make its entry into Australia with the upcoming opening of PARKROYAL Parramatta and PARKROYAL Darling Harbour Sydney in November 2010 and Pan Pacific Perth in January 2011.

