



## Press Release

### ***Chinatown Business Association Offers Special 2-month Rental Package during Chinese New Year Period Ushering in Year of the Tiger with Curated Festive Experiences***

15 December 2021 – Chinatown Business Association (CBA) will be offering a specially curated 2-month Chinese New Year (CNY) rental package for tenants who are interested to take up stalls at Chinatown Street Market.

“The weeks leading to Chinese New Year are the busiest times for Chinatown tenants, as people flock to the many stalls in Chinatown to prepare for their festive celebrations. We welcome visitors to enjoy our specially planned CNY Eat, Shop and Play experiences, festive decorations and heritage traditions. To support businesses during this period, CBA has, curated short-term rental packages for businesses and new tenants who may wish to tap into the festive shopper’s crowd,” said Ms. Lim Yick Suan, Executive Director of Chinatown Business Association.

To prepare for the Year of the Tiger, which starts on the January 31<sup>st</sup>, 2022, (CBA) and its stakeholders including street stalls have already started ushering in the Chinese New Year, with planned festive experiences and celebrations for everyone, from locals to tourists.

Chinatown’s street market stalls along Smith Street, Pagoda Street, Trengganu Street and Sago Street will be open as usual right up to the wee hours of the Lunar New Year. Visitors can look forward to a wide range of Chinese New Year goodies and festive items being sold, including pineapple tarts, bak hwa, love letters, peanuts, guazhai, prawn rolls, smoked duck, sausages to candies. Visitors can also get festive home decoration items from CNY wall stickers, accessories, tassels, tea, chopsticks, seasonal plants as well as red packets.

The annual CNY light-up is scheduled on 7<sup>th</sup> January 2022. Festive lights, an annual favorite photo subject among visitors to Chinatown, will feature the zodiac sign Tiger, a symbol of strength and braveness.

For the month of January 2022, festive workshops with Chinese New Year themes will be conducted at Chinatown Street Market. Experience weekend short workshops like fuse beading, resin accessory making and pottery making. These workshops are conducted in an open-air street stall environment, where attendees can immerse and experience local culture and learn new skills in a fun atmosphere.



Chinatown Business Association has previously announced that rental relief packages have been extended for its street market tenants at a reduced rental rate of 40% discount during the period from 9th January 2022 to 8th July 2022. Interested parties may contact Chinatown Business Association at [leasing@chinatown.org.sg](mailto:leasing@chinatown.org.sg) or call us at 8811 3188 to find out more.

###

### **[About Chinatown Business Association](#)**

Chinatown Business Association (CBA) was set up by a group of passionate Chinatown stakeholders drawn from a cross-section of business leaders, grassroots leaders, Chinese clan associations, hoteliers, hawkers, retailers, and more. CBA is a non-profit organisation serving and promoting the business and community interest of stakeholders in Chinatown. For more information, visit [chinatown.sg](http://chinatown.sg).

### **Media Contact**

Florence Fang

Flame Communications (PR Agency for CBA)

T: 8811 9396

[Florence.fang@flamecomms.com](mailto:Florence.fang@flamecomms.com)