

**PRESS RELEASE  
FOR IMMEDIATE DISSEMINATION**

**ARC (ALEXANDRA RETAIL CENTRE)  
THE MOST BEAUTIFUL MUM CONTEST FINALS**

**2 MAY 2013, SINGAPORE** – The Finals of The Most Beautiful Mum Contest will take place at ARC (Alexandra Retail Centre) on Saturday, 11 May at 2pm. Twenty seven gorgeous looking mothers will be competing to show that mothers can still look glamorous while juggling work, children and household chores. Winners of this Contest will be decided by a panel of judges including renowned veteran MediaCorp artiste and mum, Xiang Yun.

**The Most Beautiful Mum Contest Finals**

The Most Beautiful Mum Contest Finals will feature mothers from all walks of life and ages, from as young as 29 to grandmothers as old as 61 years of age. There is no better way to celebrate Mother's Day than to showcase the beauty and talents of mothers. Divided into 2 age categories – mothers 35 years old and below and mothers above 35 – contestants have to perform a simple catwalk, do a self introduction and a one-minute performance to showcase their talents.

The contestants have shown that age, having children and work are challenges that mothers readily embrace and overcome. "Age is only a number. When you have confidence and a positive mindset, you are already a winner in life", said Mdm Lisa Chan, 61, the oldest finalist for the Contest. Mdm Chan will be dancing to a popular Korean song for the Talent Showcase segment during the Finals.

The Contest is not only about beauty and competition. Some have used it as a platform to show their love and admiration for the most important woman in their lives – their mother.

Mdm Fannie Ang, 33, a mother of 2 and a finalist for the Contest, has always dreamt of sharing the same stage with her mum. "In honour of my mum, I have decided to give her a special Mother's Day present by signing her up for this Contest. Although my mum was not selected for the Finals, she felt much honoured to be shortlisted for the Heats."

Contestants are judged based on personality, presentation and personal appearance. The top three winners from each category will receive prizes from esBoudoir, Goldheart Jewelry, Make Up Store and OSIM. The Most Photogenic Mum, Most Talented Mum and the mother with The Most Beautiful Manicure also stand to win attractive prizes!

This event is open to the public and admission is free.

### **Prizes for Each Category**

#### **Winner:**

Goldheart Elise Diamond Pendant & Bracelet worth \$4,006  
OSIM uAngel worth \$2,688  
Make Up Store hamper & makeup lessons worth \$300

#### **First Runner-up:**

Goldheart Regalia Diamond Pendant worth \$2,008  
OSIM uPhoria, uRelax & uCozy worth \$1,224  
Make Up Store hamper & makeup lessons worth \$300

#### **Second Runner-up:**

Goldheart Mode Tres Bleu Pendant worth \$1,008  
OSIM uPebble, uRelax & uCozy worth \$634  
Make Up Store hamper & makeup lessons worth \$300

#### **Special Prizes for:**

The Most Photogenic Mum - OSIM uJoy Head Massager worth \$238  
The Most Talented Mum - OSIM uJoy Head Massager worth \$238  
The Most Beautiful Manicure - esBoudoir hamper and voucher worth \$2,000

All other finalists will walk away with \$350 worth of prizes from esBoudoir and Make Up Store.

### **Panel of Judges**

1. Xiang Yun, MediaCorp Channel 8 Artiste
2. Addie Low, CEO, Now Model Management
3. Julia Goh, Senior Editor, Mother & Baby Magazine
4. Justin Loh, Photographer and Founder of Shining Head Media
5. Chang Yeng Cheong, Deputy Head, Marketing Communications, Mapletree Commercial

**-End-**

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**About ARC (Alexandra Retail Centre)**

Built to house an inviting retail environment, the comprehensive array of stores at ARC is punctuated with open spaces and generous walkways which offer visitors a conducive shopping experience. With a net lettable area of approximately 89,000 sq ft, the three-storey retail centre offers a varied mix of food and beverage, supermarket, lifestyle, services and retail tenants.

Set amidst offices, schools, residences and the Labrador Park MRT Station on the Circle Line, ARC complements the amenities centre at Mapletree Business City and provides the ideal retail solution for the large population in the vicinity.

Address: 460 Alexandra Road Singapore 119963

**About Mapletree Commercial Trust**

Mapletree Commercial Trust (MCT) is a Singapore-focused REIT that invests on a long-term basis, directly or indirectly, in a diversified portfolio of income-producing real estate used primarily for office and/or retail purposes, whether wholly or partially, in Singapore, as well as real estate related assets.

MCT is managed by Mapletree Commercial Trust Management Ltd., a wholly-owned subsidiary of Mapletree Investments Pte Ltd. The key financial objectives of the Manager are to provide Unitholders of MCT with an attractive rate of return on their investment through regular and stable distributions and to achieve long-term growth in Distribution Per Unit and net asset value per Unit, while maintaining an appropriate capital structure for MCT.