



PRESS RELEASE

Balestier Heritage Race Returns and Shines Spotlight on Food

22 June 2015 – After the successful run of the inaugural Balestier Heritage Race in 2014, raising SGD 12,688 for Lee Ah Mooi Old Age Home; the Ramada and Days Hotels Singapore At Zhongshan Park and WIT (Web In Travel) founder Yeoh Siew Hoon are joining hands once again to present the **Balestier Heritage Makan Race**, shining the spotlight on the local favourites that make Balestier a foodie's haven.

The **Balestier Heritage Makan Race** will take place on Saturday, 4 July 2015, at 9:00 a.m. with a briefing followed by flag-off at 10:00 a.m. Registration is open to people from all walks of life and participants are to form teams of two to six for the race.

The teams will get to uncover 14 food-related stops on foot, within the Balestier vicinity, trailing under three kilometres. Participants are to decipher the clues to the stops and complete a challenge in order to collect a stamp from the station marshalls, made up of volunteers from the Society of Tourist Guides Singapore and students from Temasek Polytechnic's Diploma in Hospitality and Tourism Management.

Teams that have completed all challenges are eligible for a Winners' Draw, where they can walk away with cash prizes of \$1500, \$1000 and \$500. In addition, the organising committee will be recognising social influencers amongst the participants with novelty prizes for the 'Most Social', 'Most *Tamchiak*' (local dialect for greedy) and the 'Most Poetic'. Heavily sponsored by industry partners and the organizing committee, event proceeds nett of expenses will be donated to the Lee Ah Mooi Old Age Home.

Working together with the main organizers are members of the organizing committee (in alphabetical order):

- Havas Worldwide
- Miss Tamchiak (www.misstamchiak.com)



- Ms Jane Goh (Society of Tourist Guides Singapore)
- Sun Yat Sen Nanyang Memorial Hall
- Slow Food Singapore (www.slowfood.sg)
- Time Travellr (www.timetravellr.com)
- Travel Weekly Asia (www.travelweekly-asia.com)
- WIT – Web In Travel (www.webintravel.com)

Curated by the organising committee, the race trail pays homage to some of the iconic local eats of Balestier Road, and recognises the new businesses as they gradually form part of Balestier’s heritage.

Through this race of food for good, the organisers hope to continually increase awareness of the rich heritage of Balestier and at the same time, give back to the elderly who have seen Singapore’s heritage evolving through the years.

For more details, registration and donation, please visit www.heritagerace.com

About Heritage Race

The Heritage Race was founded by founder of WIT (Web In Travel) Yeoh Siew Hoon as a way to galvanise the travel industry behind heritage, local stories and local communities for a good cause.

The idea behind the event is for participants to uncover local stories in local neighbourhoods anywhere in the world in a two-hour race format. It can be organised by local travel industry champions and adapted to any local environment or theme, and support any local charity that is identified by local organisers.

The first Heritage Race was launched in Singapore in June 2014 with the Ramada and Days Hotels Singapore At Zhongshan Park.

About Days Hotel Singapore at Zhongshan Park

Days Hotel Singapore at Zhongshan Park is a member of the Days Inn brand which is a member of the Wyndham Hotel Group family of lodging brands. Days Hotel Singapore at Zhongshan Park offers comfortable and stylish hotel accommodation with smart basic amenities for both leisure and business travellers. All guest rooms are decorated in two signature colour schemes and come equipped with free high-speed WIFI access, an in-room fridge, an electronic safe, hairdryer, complimentary mineral water as well as coffee and tea-making facilities.

About Ramada Singapore at Zhongshan Park

Ramada Singapore at Zhongshan Park, is a member of the Ramada brand which is a member of the Wyndham Hotel Group family of lodging brands. All rooms are elegantly designed and equipped in a contemporary and chic style. With a total of 384 guest rooms, including 27 connecting rooms, an all-day dining restaurant and



room service, a swimming pool, gym, business centre and The Heritage Lounge Lobby bar, the Ramada Singapore at Zhongshan Park is currently the only four-star hotel from an international chain in the Balestier and Novena area.

Both Ramada and Days Hotels Singapore are independently owned but operated under a management contract with an affiliate within the Wyndham Hotel Group. Wyndham Hotel Group is based in Parsippany, N.J. Additional information is available at www.wyndhamworldwide.com.

For more information, please contact:

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