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Lapland's Santa Claus Delights Passengers at Singapore Changi Airport

Special appearance part of Changi Airport's Christmas promotion "The Magic of Giving"



Changi Airport today had a special visit from Santa Claus from Lapland, Finland. Santa's visit took place during the launch of Changi Airport's Christmas shopping promotion, "The Magic of Giving". The launch was officiated by Mr Wong Woon Liong, Director-General of the Civil Aviation Authority of Singapore (CAAS).

During the launch event, Santa, together with his elves, mingled with passengers at Changi Airport's Terminals 1 and 2. His special appearance at Changi brought smiles to the faces of 20 children from the Children's Aid Society, a voluntary welfare organisation specially invited for this event. Lucky passengers also received souvenirs from Finland from Santa himself.

Embodying the theme "The Magic of Giving", S\$2,000 will be donated to a nominated charity of choice by one lucky passenger every week. The S\$2,000 will be sponsored by Visa International. That passenger will also win a dream holiday for two to his or her choice destination. To qualify, passengers have to spend at least S\$120 in a single receipt or S\$60 using their Visa cards at any retail or food & beverage outlet at Changi Airport.

Visa International's regional head for cross border and database marketing, Mr S.N. Prasad, said "The Magic of Giving promotion is one more way where Visa continues to

bring value to our association with the world's best airport. Singapore's Changi Airport is an extremely important touch point for international cross border spending as it services more than 30 million passengers a year. Through this promotion, we hope to sweeten the deal for all visitors to Changi with the knowledge that while they're enjoying any one of the many special offers in this promotion, they could also be helping a charity of their choice."

Mr Wong added, "The year-end festive season is also a time of giving and sharing. This year's event is special because we are extending the Magic of Giving to charities. We hope this will help to make the festive season more meaningful to passengers at Changi Airport."

As part of the Christmas shopping promotion, passengers who present their boarding pass at the Departure Transit Mall in Terminals 1 and 2 will be able to redeem a free gift card. This gift card will entitle them to special discounts at retail and food & beverage outlets at Changi Airport. The gift card can also double up as a gift tag for passengers to pen special messages.

"The Magic of Giving" takes place at Changi Airport from 20 November 2006 to 5 January 2007.