

mother and child

FASHION SHOW *competition*



Calling all mothers! Ever feel that your traditional costumes could be modified or perhaps combined with another culture's costumes to give a new and updated look? Do you wish to rope your child in and let him or her enjoy the creative process too? Try your hand at creating a fusion look to the traditional ethnic costume and parade in your own work at Ethnic Runway @ The Centrepoint. Come on down to the Mother and Child Fashion Show Competition organized in conjunction with Singapore HeritageFest 2009, where culture and creativity know no boundaries.

AN ETHNIC FUSION COSTUME CONTEST FOR MOTHER AND CHILD

Open to all mother and child (4-12 years old) team

Event details: Sunday, 19 July 2009, 3pm at The Centrepoint

Closing Date: 15 July 2009, 8pm

1st Prize : \$500 (worth of shopping vouchers)

2nd Prize : \$300 (worth of shopping vouchers)

3rd Prize : \$150 (worth of shopping vouchers)

Things to note:

1. Entry forms can be obtained from Frasers Centrepoint Malls' Customer Service Counter, or downloaded from www.heritagefest.org.sg or www.fraserscentrepointmalls.com
2. Registration may be done at any Frasers Centrepoint Malls' Customer Service Counter. All entries must come with a single receipt of \$10 from any shop in any Frasers Centrepoint Malls and a recent coloured 4R photograph (non-returnable) of the mother and child.

Terms and conditions apply. For further enquiries, please call Ms Ng Shi Hui at Festival Hotline: 6736 0503.

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REGISTRATION FORM

Mother's details

Name: _____
 NRIC No: _____ Ethnic Group: _____
 Address: _____
 _____ S (_____)
 Contact No.: _____ (H) _____ (HP)
 Email: _____

Child's details

Name: _____
 NRIC No: _____ Age: _____
 Gender: M / F Ethnic Group: _____
 Brief description of costumes (Please attach a separate piece of paper if necessary): _____

*All fields above must be filled up. Please bring along your NRIC and birth certificates on the day of the competition for verification purposes.

Rules and Regulations

General

- By participating in the Mother and Child Fashion Show Competition, all contestants would have read, understood, accepted and agreed to comply with the rules and regulations stated below.
- Participation in Mother and Child Fashion Show Competition is open to all Mothers and her child aged 4 to 12 years old.
- The Mother and Child Fashion Show Competition is a chance for participants to showcase their creativity by fusing the different traditional ethnic costumes and elements together to form the final costume for both mother and child.
- All contestants can register at any Frasers Centrepoint Malls at the Customer Service Counter. All forms must be submitted by 15 July 2009, Wednesday, 8pm. All entries must be accompanied with a single receipt of \$10 from any shops at any Frasers Centrepoint Malls and a recent 4R photograph (non-returnable) of the Mother and child.
- The organisers reserve the right to use any of the photos and/or images of any of the contestants for any advertising or publicity materials they deem fit.
- Should there be overwhelming response, there will be a qualifying round and details will be released later.
- All dates and timings for qualifying round and final round are fixed and cannot be changed.
- The judges' decisions are final at every level of the contest and any dispute in the results will not be entertained.

Event Day

- The Mother and Child Fashion Show Competition will take place at The Centrepoint on 19 July, Sunday from 3pm-4pm.
- Contestants are to report 30 minutes before the competition commences at 3.00pm. Contestants who do not report on time will be automatically disqualified.
- Each pair will be given 5 minutes to walk the runway and present a short introduction of their costumes.
- Music played during the catwalk must be provided by the contestants. Only music from original CDs may be used.
- Judging will be based on the following criteria:
 - Creativity (35 points)
 - How different and unique the contestants' costumes are from traditional costumes
 - The concept behind the design
 - How the costume have incorporated and showcased multiculturalism
 - Compatibility (15 points)
 - How compatible the contestants' costumes are

- Enthusiasm (25 points)
 - How educational and entertaining the description of the costumes is
- Teamwork between the mother and child (25 points)

Organisers' Rights

- The Organisers
- Will not insure the photos it receives or be responsible for any loss or damage of the photos;
 - Will not return the photos received;
 - Reserve exhibition rights and publication rights to any photographs or footage of the participants taken during the competition in print, broadcast and electronic media without requiring the permission of the participant and without any fee payment. However, the Organisers will acknowledge the participants if their photos, footage or entries are used;
 - Reserve the right to publish any official photographs taken by participants in connection with the competition;
 - Have the right to disqualify any participant for non-compliance of the rules and regulations;
 - Reserve the right, at any stage, to disqualify any participant for providing untruthful, inaccurate and misleading personal details and/or information; and
 - Reserve the right to modify the competition prizes and its rules and regulations without prior notice.

The Organisers, their parent companies, affiliates, subsidiaries, satellite providers, advertising and promotions agencies, tenants of Frasers Centrepoint Malls, and their respective officers, directors, and employees shall not be eligible to participate in the Mother and Child Fashion Show Competition.

Declaration

I have read and agree to abide by the rules and regulations as set forth, and such other rules and regulations as may be established. I declare that the details provided by me in the entry form are true to the best of my knowledge. By taking part in the Mother and Child Fashion Show Competition, I also agree that the Organisers, their parent companies, affiliates, subsidiaries, satellite providers, advertising and promotions agencies, tenants of Frasers Centrepoint Malls and their respective officers, Directors, and employees shall not be liable for injury, loss or damage of any kind resulting from participation in this event or from the acceptance or use/ misuse of the prize awarded. This includes, without limitation, personal injury, death, property damage and claims based on publicity rights, defamation or invasion of privacy.

Signature of participant & date