

BE JEWELLED

The most enchanting sing-along at Jewel Changi Airport yet.
Best believe it'll make your night shimmer.

Not an official Taylor Swift event, nor has it been endorsed by the organisers of the Taylor Swift Eras Tour concert in Singapore.

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Changi Airport Group invites Swifties to “beJEWELled”, the biggest and most enchanting sing-along event in Jewel Changi Airport

Singapore, 15 February 2024 – As Taylor Swift’s fans have their wildest dreams come true with the superstar’s six sell-out concerts in Singapore, Changi Airport Group (CAG) is delighted to invite all Swifties to **beJEWELled**, an enchanting sing-along event at the Shiseido Forest Valley in Jewel Changi Airport (Jewel) on 1 March 2024. Set under starlight amidst lush greenery, fans can look forward to singing along to their idol’s biggest hits, receive

exclusive friendship bracelets, and enjoy a night of fun with songs they love.

The sing-along, probably the largest Swifties event in Singapore ever, will be led by local singer and avid Swiftie Joie Tan, as well as local band 53A. The event will be opened by performers from MADDspace, a performing arts studio in Singapore, and hosted by Mediacorp personality Joakim Gomez. Starting at 7.30pm, the event will feature up to two hours of Taylor's hits such as *Love Story*, *You Belong with Me*, *Blank Space* and of course, *Bejeweled*. To commemorate this sparkling night of fun, each attendee will receive a limited-edition friendship bracelet created by CAG, as well as an additional pack of beads to create self-styled bracelets. **beJEWELed** is a free ticketed event.

Joie's foray into the music scene started in 2008 with her covers on YouTube, where her vocal-heavy takes on popular songs were met with positive reception. Since then, she has crafted an iconic signature style and honeyed coo that uniquely intertwines with her personality, one that has been endorsed by chart-topping producers Avicii in his podcast, and Kygo in billboard playlists and his Tomorrowland set in 2014. She released her debut album in 2018, featuring 10 self-written tracks.

53A is a name synonymous with live music and has been a headline band of the vibrant Singapore music scene for more than two decades. Its biggest accolades to date are being the feature acts for the 2016 and 2023 National Day Parades (NDP), where it performed its signature NDP Medley, the 2016 NDP Theme Song "Tomorrow's Here Today" and the 2023 NDP Theme Song "Shine Your Light".

Mr Kelvin Ng, CAG's Vice President of Corporate and Marketing Communications, enthused, "Through her songs, Taylor Swift has been connecting and touching fans all over the world. We wanted to create a chance for fans, both local and from the region, to come together and celebrate Taylor ahead of her Eras Tour in Singapore. With its verdant forest stretching across five storeys and beautiful views from any spot, we think the Shiseido Forest Valley in Jewel would be an enchanted venue for Swifties to mingle, have fun, and make the whole place shimmer."

CAG had earlier put out a call on its social channels for Swifties to join in and invite the star to #SeeTheNewForest that is at Jewel, by posting their photo or video taken at Jewel's forest and tagging Taylor. This follows Taylor's post

of her seeing a forest in Changi Airport Terminal 3 when she was in Singapore 13 years ago (see below).

How to get tickets

To get tickets to the **beJEWEL** sing-along, fans can register their interest on changi.me/welcoming-swifties-bejeweled by 18 February 2024, 11.59pm (Singapore time) and they will receive an email on 19 February 2024 with the link to get their tickets. A ticket is required for each participant, including children. Swifties from age seven are welcome to join in the event, but those under 12 must be accompanied by an adult.

Welcoming Swifties deals

Fans who are travelling from 15 February to 15 March 2024 can shop in style on iShopChangi – enjoy either S\$22 off a minimum spend of S\$79^[1] with the STYLE22 promo code or 22% off a minimum spend of S\$198.90^[2] with the FEELING22 promo code. In addition, there are discounts of up to 40% on beauty products offered by The Shilla Duty Free and wines and spirits by Lotte Duty Free.

With plenty to see and do at Jewel, fans holding tickets to concerts held at Singapore Indoor Stadium or National Stadium in March 2024 (regardless of performing artiste) are in for a treat. They can redeem Jewel shopping and attractions vouchers^[3], simply by showing their tickets at the Level 1 Jewel Concierge Counter.

Terms and conditions apply and full details can be found at changi.me/welcoming-swifties-promotions.

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^[1] For new customers of iShopChangi.

[\[2\]](#) For all customers of iShopChangi

[\[3\]](#) S\$5 Jewel shopping voucher with minimum spend of S\$30 and S\$5 Canopy Park voucher.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. It also manages the Changi East development project, which includes the building of a new Terminal 5 for Changi Airport. CAG also operates Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages airports around the world.

As one of Asia's most connected international aviation hubs, Changi Airport links Singapore to some 150 cities globally, with close to 100 airlines operating more than 6,400 flights weekly. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, bringing Changi Airport's shopping and dining offering to over 600 F&B and retail outlets. The world's most awarded airport, Changi has won over 670 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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