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Changi Airport revs up 'Be a Changi Millionaire' shopping promotion with new car prize

SINGAPORE, 29 April 2017 – Changi Airport has given its flagship 'Be a Changi Millionaire' retail promotion an extra high octane boost this year – with a new car prize in the form of an all-new Volvo S90 T5 luxury sedan – a second prize category on top of the S\$1 million cash prize. With two separate "big ticket" prizes up for grabs this time, Changi Airport has taken the biggest retail promotion in any airport in the world to a new and rewarding high. There is now even more reason for passengers and airport visitors to shop and dine at Changi Airport.

All shoppers need to do to qualify for the lucky draw, is spend S\$50 in a single receipt^[1] between 4 May and 31 October 2017. One lucky finalist will be picked each month to go into the Grand Draw, bringing the shopper one step closer to becoming a Changi Millionaire. In addition, a seventh finalist will be picked from qualifying shoppers on iShopChangi – Changi Airport’s online shopping portal (www.iShopChangi.com) – and an eighth finalist will be drawn from the Platinum members of the Changi Rewards loyalty programme.

To top it off, shoppers who make purchases of more than S\$500 in accumulated spend in a single day will get a chance to win the all-new Volvo S90 T5 luxury sedan. Six monthly finalists will be selected to enter the draw for a chance to drive away the luxury sedan, which is from Volvo’s premium sedan range featuring a turbocharged engine and 8-speed Geartronic transmission.

“The “Be a Changi Millionaire” promotion has been growing in popularity amongst our shoppers from around the world and is now instantly associated with Changi Airport’s exciting retail offers. We are always looking at how to inject more buzz and excitement for our shoppers and with the introduction of the all-new Volvo S90 T5 luxury sedan as an additional prize on top of the million dollars, Changi Airport shoppers now have even more chances to win and to win big,” said Ms Lim Peck Hoon, Executive Vice President, Commercial, Changi Airport Group.

Shoppers will be pleased to know that the chance to participate in the draw grows exponentially with higher spending. Changi Rewards Platinum card members, those who make a purchase on iShopChangi, or use Alipay to make their payment will see their chances of winning instantly doubled.

Four spanking all-new Volvo S90 sedans will be on display at the ‘Be a Changi Millionaire’ event sites in all of Changi’s terminals for the entire period of the six-month promotion. Shoppers can also take part in interactive games to win instant prizes such as attractive shopping vouchers from Changi’s retail outlets on-site or at the event microsite.

With the new prize category, a total of 14 finalists will battle it out for the two big prizes in the final face-off of the popular shopping campaign, in front of a live audience come early 2018. All finalists will each win a three-night hotel stay in Singapore^[2], with one finalist eventually bagging the grand

prize of S\$1 million and another one the all-new Volvo S90. The other finalists for the S\$1 million cash prize draw will each win S\$5,000 in cash, while those in the car draw will win S\$1,000 cash.

The campaign attracted close to 1.2 million entries from participants globally last year. Since its launch, seven Changi Airport shoppers have realised their million-dollar dreams – including Singaporeans Ivan Rantung (2010) and Peh Hock Peng (2012), Australian Jessica Down (2011), Indonesians Irvung Tio (2013) and Ade Iskandar (2016), Irish Linda Tobin (2015) and Japanese Seiichiro Oiyama (2014).

To watch how the Volvo S90 sedans were moved into Changi Airport, check out bit.ly/2qgYprQ.

[\[1\]](#) On iShopChangi.com or participating retailing and dining outlets in Changi Airport; except money changing facilities, top-up cash card machines, postal services, medical clinics, airline lounges, push-carts, temporary outposts and Crowne Plaza Hotel

[\[2\]](#) Except for finalists living in Singapore

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. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 58.7 million passengers from around the globe in 2016. Including the soon-to-be-opened Terminal 4, Changi Airport will have 400 retail and service stores, as well as 140 F&B outlets. With over 100 airlines providing connectivity to 380 cities worldwide, Changi Airport handles about 7,000 flights every week, or about one every 90 seconds.