

Amore Women's Day Out 2007 Fact Sheet



Amore Women's Day Out 2007 event details:

Date: 1 & 2 September 2007
Time: 10am - 9pm
Venue: Ngee Ann City Civic Plaza
Guest-of-Honour: Mrs Yu-Foo Yee Shoon, Minister of State for Community Development, Youth and Sports and MP for Holland-Bukit Timah GRC

Programme



Amore Women's Day Out 2007 activities include:

1 Sept 2007	2 Sept 2007
Experience Fitness + BellyBlitz® Trial	Experience Fitness + BellyBlitz® Trial
Her Gym Quest	Her Gym Quest
Aerobics Challenge	Dance Beat
Iron woman	Dance Search
Body.Mind.Soul	Body.Mind.Soul

For more information and enquiries, please contact:

Soh Li Sar
 Associate
 The Advocate Group
 Email: lisar@theadvocategroup.com.sg
 Phone: 6396 5470 / 8322 7283

Michelle Liew
 Manager (Marketing Communications)
 Singapore Sports Council
 E-mail: michelle_liew@ssc.gov.sg
 Phone: 6340 9886

(i) Experience Fitness – 1 Hour Mini-Aerobics Challenge + Free BellyBlitz® trial

Experience Fitness is aimed at introducing the various exercise techniques and different interesting workouts to beginners. Participants can sweat it out over three 20-minute segments consisting of:

- Hi-Lo Impact Aerobics
- Sculpting & Muscle Toning
- StretchFit®

A free BellyBlitz® trial is included to get an all-rounded workout that targets not just the abdomen but all parts of the body.

(ii) Aerobics Challenge – 3 Hour Aerobics Marathon

Participants can join fellow ladies for three exciting 50-minute segments consisting of:

- CardioLatino™
- Hi-Lo Impact Aerobics
- Kickboxing

The top 10 winners will walk away with attractive cash prizes of \$200 each plus products worth \$500 each.

(iii) Iron Woman – 5 Hour Aerobics Marathon

The Iron Woman is an extension of the Aerobics Challenge for women who want to challenge themselves to the limit. It consists of another two 50-minute segments:

- Cross Training
- CardioBlitz®

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The winners will walk away with attractive cash prizes and products up to \$1000.

1st Prize - \$1000 2nd Prize - \$500 3rd Prize - \$300

(iv) Body.Mind.Soul – Evening Yoga & Stretching Exercise Segment

This activity allows participants to experience 45 minutes of outdoor yoga and 45 minutes of StretchFit® exercise in the evening.

(v) Dance Beat – 2 Hour Dance Marathon

Especially for participants who enjoy dancing, Dance Beat allows them to groove to the music along with a variety of street Jazz and hip hop routines in the stylish workout of MTV Dance and FunkBlitz™.

(vi) Her Gym Quest

Her Gym Quest is especially created for gym enthusiasts to show off their speed and agility on the various gym equipment right at the heart of Orchard Road. This new and exciting challenge allows participants to lose flab while having loads of fun. They simply have to complete the circuit of five stations in the fastest time and winners will walk away with attractive cash prizes and products up to **\$500**.

1st Prize - \$500 2nd Prize - \$300 3rd Prize - \$200

Station 1	Station 2	Station 3	Station 4	Station 5
Cycling	Ladies' Push-Up	Rowing	Sit-Up	Cross-Trainer
1.5 km	30 reps	500 m	30 reps	150 m

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(vii) Amore Fitness Dance Search

The Amore Fitness Dance Search brings fitness closer to women by expressing themselves through dancing. Participants can show off their sizzling dance fitness moves under the Solo or Group category.

Solo Winners will walk away with attractive cash prizes and products up to **\$500**.

1st Prize - \$1000 2nd Prize - \$500 3rd Prize - \$300

Group winners will walk away with attractive cash prizes and products up to **\$1000**.

1st Prize - \$1500 2nd Prize - \$800 3rd Prize - \$500

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**AMORE WOMEN'S DAY OUT 2007
SATURDAY, 01 SEPT 2007
NGEE ANN CITY CIVIC PLAZA
STAGE PROGRAMME**

DAY ONE PROGRAMME

TIME	ACTIVITY
1000 – 1100	Experience Fitness Segment
1100 – 1200	Free Bellyblitz® Trial (Open to public)
1350 – 1400	Arrival of GOH <i>Mrs Yu-Foo Yee Shoon</i> <i>Minister Of State, MCYS and MP for Holland-Bukit Timah GRC.</i>
1400 – 1405	Launch of the Aerobics Challenge/ Iron Women segment
1405 – 1420	GOH and invited guests to join in the warm up segment (5 to 10mins)
1420 – 1445	GOH and invited guests to be ushered to tour activity area booths around Civic Plaza and along Orchard Walkway
1450	Reception GOH Departure
1400 – 1700	Aerobics Challenge Segment (3 hours aerobics challenge)
1400 - 1900	Iron Women Segment (5hours aerobics Marathon, 2 hours extension from the Aerobics Challenge)
1900 – 1930	Prize presentation <ul style="list-style-type: none"> - Top 3 winners of Iron Women - 10 most coordinated and best dressed winners of Aerobics Challenge
1930 – 2100	Body.Mind.Soul segment

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**AMORE WOMEN'S DAY OUT 2007
SUNDAY, 02 SEPT 2007
NGEE ANN CITY CIVIC PLAZA
STAGE PROGRAMME**

DAY TWO PROGRAMME

TIME	ACTIVITY
1000 – 1100	Experience Fitness Segment
1100 – 1200	Free Bellyblitz® Trial (Open to public)
1200-1400	Stage Activities: <ul style="list-style-type: none"> - SPH Radio DJ Appearance for Hair Wash services at Silkpro booth - Stage games/ interactive segments
1400 – 1600	Dance Beat – 2 hour Dance Marathon <ul style="list-style-type: none"> - MTV Dance and FunkBlitz™
1700 – 1900	Amore Fitness Dance Search <ul style="list-style-type: none"> - Solo & Group category
1900 – 1930	Prize presentation <ul style="list-style-type: none"> - Amore Fitness Dance Search -
1930 – 2100	Body.Mind.Soul segment

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ACTIVITY ALONG ORCHARD WALKWAY
01 & 02 September
1000 – 1900hr

Activity	Remarks
Rock Climbing trial	<ul style="list-style-type: none"> - Free trial for all public - 6m rock wall with instructors and equipment provided - Sports Climbing Challenge – for participants to scale the 6m wall at the shortest time. Top 3 winners will get a prize (1 Sept only)
Frisbee Tryout	<ul style="list-style-type: none"> - Free trial for all public - Disc-Golf Target Shooting (1st Sept : 2 - 4pm)
Skate Trial	<ul style="list-style-type: none"> - Free Skate trial for all public - Equipment and qualified instructors onsite - Slide board Demo / Salon Demo
Portable Bowling Alley	<ul style="list-style-type: none"> - Free bowling trial for all public - Mini Competition: Highest strike score per game will win (2 - 3pm)
Everlast Boxing Ring	<ul style="list-style-type: none"> - Strike a pose at the boxing ring
Samba Soccer Tryout	<ul style="list-style-type: none"> - Innovative soccer with music - Free trial for all public - 5mins challenge '3 on 3 Dare' (2 - 6pm)

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This year, the kids can enjoy and play sports while their mums are having fun exercising too. First Ever Kids @ Play Zone allows mothers to enjoy their workout without having to worry about their kids. There are special trainers to guide them in sports activities such as floorball, wushu, basic inline skating, akido and more at the Kids @ Play Zone. These sports trials are free and only applicable for the children of Amore Women’s Day Out participants.

FIRST EVER KIDS @ PLAY ZONE AT CIVIC PLAZA Various sports tryouts for kids Complimentary for kids of events participants only	
01 September	02 September
10am to 12pm : Floorball	10am to 12pm: Minisquash ** <i>Special appearance by Felicia Chin</i>
1pm to 3pm: Badminton/ Table Tennis	1pm to 3pm: Basic Inline skating tryout
3pm to 5pm: I-bouncing Rebounding	3pm to 5pm: Fun Gym
5pm to 7pm: Wushu for Kids	5pm to 7pm: Aikido

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