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**IMMEDIATE MEDIA RELEASE**

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**Culture Treats at Amara Hotels & Resorts**  
Official Hotel of the 22<sup>nd</sup> Singapore International Film Festival

**Singapore, 25<sup>th</sup> April 2009** – Homegrown hospitality brand Amara Hotels & Resorts is proud to host renowned international celebrities as it is the Official Hotel of the 22<sup>nd</sup> Singapore International Film Festival (SIFF) held from 14<sup>th</sup> April to 25<sup>th</sup> April 2009. This is the first collaboration between the annual Festival and Amara.

As a local and homegrown brand name that is now synonymous with distinctive luxury and alluring comfort, Amara Hotels & Resorts strives to support and nurture local lifestyle and cultural initiatives. Its premier partnership with SIFF is part of its ongoing efforts in championing this endeavour, and hosting festival guests such as Hollywood icon **Peter Fonda**, actors **Russel Wong** and **Ananda Everingham**, and acclaimed director **Zhang Yuan** solidifies its commitment to support the burgeoning local film industry.

“Amara International Hotels & Resorts is delighted to be the Official Hotel of the 22<sup>nd</sup> Singapore International Film Festival. We are extremely happy to be associated with some of Singapore’s most creative and talented film industry professionals. We hope this partnership will be the first of many to come,” said Sharon Vu, Marketing Communications Manager for Amara Hotels & Resorts.

The Festival will be presenting cine-enthusiasts and film novices with an opportunity to catch an impressive array of 193 films from 34 countries. In recognition of excellence in local filmmaking, a new award segment titled “**Singapore Film Awards**” was also added to the Festival’s annual awards ceremony, the **Silver Screen Awards**. The inaugural Singapore Film Awards crowned the winner in the categories of Best Performance in a film; Best Cinematography; Best Screenplay; Best Director and Best Film.

As part of the celebrations for this local film event of the year, Amara Hotels & Resorts has also created special promotions that award movie-goers with discounted rates off their dinner or supper when they present their SIFF movie stubs at any dining outlets within Amara Singapore. Movie buffs can now satiate their palates with an entertaining evening at the cinema followed by excellent food within the collection of more than 10 dining outlets at Amara Hotels & Resorts.

Amara Singapore Hotel  
165 Tanjong Pagar Road  
Singapore 088539



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### **About Amara Hotels & Resorts**

Amara Hotels & Resorts owns and manages properties globally. Headquartered in Singapore, Amara believes in the delivery of excellent service. Guests can expect to be presented with a unique and individual experience throughout its properties around the world. Through paying attention to all details of their guests' experience, Amara promises to host them with warmth and passion, hallmarks of the quintessential Asian hospitality presented by Amara Hotels & Resorts.

### **About Amara Singapore**

Amara Singapore is a 380-room business hotel located within Singapore's Central Business District. Amara Singapore showcases special touches such as a minimalist themed lobby, an exclusive Club Floor with personalised butler services, and a contemporary Balinese-style resort pool. Guests will also enjoy an exquisite dining experience through the hotel's collection of iconic, chic restaurants and bars: *Silk Road*, *Thanying*, *Element*, *Café Oriental*, *Santaro Fine Dining*, *Hyang-to-Gol*, *Hue Restobar*, and *Alphabet Bar*.

### **About Amara Sanctuary Resort Sentosa**

Amara Sanctuary Resort Sentosa is a luxurious, contemporary 121-room resort nestled within Sentosa Island. An oasis of lush verdure, guests will experience peace and tranquility as they step away from the hustle and bustle of Singapore's city life. The resort blends colonial architecture, modern design and fine-dining establishments: *Shutters*, *SiBon*, *Silk Road of the Sea*, *Thanying* and *Upper Tiers Bar*, all set within a tropical panorama.

For more information on the hotel, visit [www.amarahotels.com](http://www.amarahotels.com)

**Issued by Resonance Consultancy Pte Ltd on behalf of Amara Hotels & Resorts**

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