











MARCH-APRIL 2018 Content Calendar








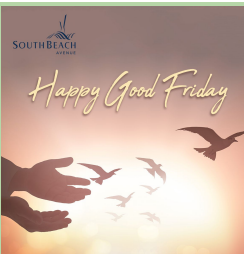

Digital Campaign for Mar-Apr 2018:






Theme: South Beach: A Soleful Spot For All / Recharge Your Soles

MON	TUES	WED	THURS	FRI	SAT	SUN
			1 Mar	2 Mar	3 Mar	4 Mar
						
			<p>Fitness enthusiasts will be glowing with both sweat and zeal as we welcome Fit As A Fiddle 2018 here, at South Beach Avenue on 16 March 2018.</p> <p>While you're at it, do your bit for charity as all proceeds (minus any payment portal and website fees) from the classes are going to The Social Co. SG's 2018 charities.</p> <p>Sign up for the classes here: http://bit.ly/FAAF2018signup</p> <p>5pm: Mass BBOUNCE Studio High Intensity Workouts Mass Bootcamp 6pm: Mass Bootcamp by CrossFit Fire City 7pm: Mass Pilates by Dawn Sim 8pm: Mass Yoga by Shirlyn Tan 9pm: Mass Muay Thai by NUS Muay Thai</p> <p>Event Details:</p> <p>Fit As A Fiddle + HABITAT Market</p> <p>Date: 16 March 2018</p> <p>Time: 5-11pm</p> <p>Venue: South Beach Avenue</p>	<p>Get Fit As A Fiddle with our Mass BBOUNCE Studio's BB360 total hit - High Intensity Bodyweight Workout at 5pm - South Beach Avenue on 16 March 2018.</p> <p>Sign up for \$20/pax with all proceeds going to The Social Co. SG's charities for 2018 at: https://www.thelocalpeoplesg.com/.../massbbounce-fitasafiddle...</p> <p>About your Head Coach Nicholas, for Fit As A Fiddle 2018 + Habitat Market - TLP X South Beach Avenue:</p> <p>Trainer at BBOUNCE Studio - Bachelor's degree in Exercise and Sports Science from Edith Cowan University Western Australia, Perth.</p> <p>A fitness trainer who've worked with a variety of clients through their fitness journeys. Specialises in various areas including rebounding exercise, weight loss, strength and conditioning, functional training, endurance training, injury prevention and sport psychology training.</p> <p>With over 5 years of experience in the fitness industry, Nicholas firmly believe that goals can be achieved with the right attitude</p>		


			<p>Find out more information here: http://bit.ly/FitAsAFiddle2018</p> <p>#SouthBeachAvenueSG #fitasafiddle2018</p>	<p>and commitment. His passion for fitness had led him to being a champion in body building under (physique category). He also believes in helping to develop fitness and to hand down knowledge.</p> <p>Class Summary: BB360 total hit Body-weight high intensity interval training. Push yourself through series of intense body weight workout and expect the unexpected. Get ready to sweat and burn!</p> <p>#thelocalpeoplesg #southbeachavenuesg #fitasafiddle2018</p>		
5 Mar	6 Mar	7 Mar	8 Mar	9 Mar	10 Mar	11 Mar
						
<p>Good news: Caffè Vergnano 1882 is now offering an executive set lunch (\$14.90+) for you hungry folks! It consists of a choice of pizza (Signature, Pepperoni, Margherita or Smoked Salmon) and a hot coffee/tea. Top up \$3 for a beer.</p>	<p>Lady M kick starts the Sakura season with the Global Debut of the Sakura Berry Mille Crepes. The cake has Sakura-flavoured white chocolate ganache with dehydrated strawberries atop handmade crepes infused with strawberry pastry cream. Why wait to witness the Sakura phenomenon when you can eat it today?</p>	<p>Jab! Cross! Elbow! Knee!</p> <p>There are few workouts that successfully combine cardio, conditioning, self-defence and weight loss in a single session - Thailand's own national sport, Muay Thai, is one of them.</p> <p>Courtesy of National University of Singapore (NUS)</p>	<p>Today, Fit As A Fiddle at South Beach Avenue turns into CrossFit As A Fiddle!</p> <p>Come enroll in the Mass Bootcamp by CrossFit Fire City and get your adrenaline pumping, happening at 6pm on 16 March 2018</p> <p>Sign up for Mass Bootcamp by CrossFit Fire City here:</p>	<p>Bend & Unbreak.</p> <p>Come spend your TGIF with Shirlyn Tan as she leads Fit As A Fiddle's Mass Yoga</p>	<p>Flex some muscles as you let off steam after a hectic week!</p> <p>Dawn Sim, a mother of four as well as head teacher and studio wonder of Trium Fitness, will show you the ropes as you breeze through the reps in this mass Pilates at 7pm on 16 March 2018.</p> <p>Sign up for Mass Pilates here:</p>	

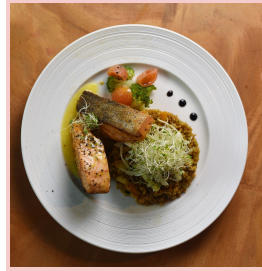
#SouthBeachAvenueSG	#SouthBeachAvenueSG #CelebrateWithLadyM #LadyMSG	Muay Thai, Mass Muay Thai will be taking place at Fit As A Fiddle at 9pm on 16 March, 2018 Sign up for Mass Muay Thai here: https://www.thelocalpeoplesg.com/shop/massmuaythai-fitasafiddle2018 #SouthBeachAvenueSG #fitasafiddle2018 #thelocalpeoplesg	https://www.thelocalpeoplesg.com/shop/massbootcamp-fitasafiddle2018 #SouthBeachAvenueSG #fitasafiddle2018 #thelocalpeoplesg	session - happening at 8pm on 16 March 2018. Sign up for Mass Yoga here: https://www.thelocalpeoplesg.com/shop/massyoga-fitasafiddle2018 #SouthBeachAvenueSG #fitasafiddle2018 #thelocalpeoplesg	https://www.thelocalpeoplesg.com/shop/masspilates-fitasafiddle2018 #SouthBeachAvenueSG #fitasafiddle2018 #thelocalpeoplesg	
12 Mar	13 Mar	14 Mar	15 Mar	16 Mar	17 Mar	18 Mar
						
		<p>Regulate your post-CNY diet with these amazingly healthy lunch selections at Atmastel:</p> <p>Quinoa Con Pollo Grigliato Zuppa Di Farro Con Vendure</p> <p>Now available on Deliveroo and UberEats - a sweet escape from the office lunch crowd.</p> <p>#SouthBeachAvenueSG</p>		<p>Revel in culinary finesse as you savour unforgettable creations by 6 distinctive chefs across Asia Pacific. Be sure to taste an amalgam of flavours with these masterful maestros, delighting you at every bite..</p> <p>24th and 25th March JW Marriott Singapore South Beach</p> <p>Find out more here: http://tasteofjw.com/en/</p> <p>#SouthBeachAvenueSG</p>		
19 Mar	20 Mar	21 Mar	22 Mar	23 Mar	24 Mar	25 Mar

						
<p>This Saturday (24 Mar) marks Earth Hour, and South Beach will be shining a light on environmental awareness by switching off façade lighting and water features, from 8.30 - 9.30pm.</p> <p>Join us in supporting Earth Hour this Saturday.</p> <p>#SouthBeachAvenueSG</p>		<p>If you have a habit of Instagramming all your grub, your habit could win you a Sakura Berry Mille Crêpes Whole Cake from @ladymsg!</p> <p>Check with the Lady M boutique staff on how you can participate in the Flatlay contest when you visit.</p> <p>The contest is running now until 31 March 2018.</p> <p>#SouthBeachAvenueSG</p>		<p>In line with Singapore Ocean Week, South Beach - a staunch supporter of environmental sustainability - will be pledging its support for marine conservation in the upcoming Asia Dive Expo (ADEX).</p> <p>To kickstart the event, a youth choir comprising of 30 students from tertiary institutions will be staging a public performance at South Beach Avenue on 6 April 2018, 5pm.</p> <p>Come watch these young, talented songbirds in action as they dive deep into the second edition of 'Song Of The Ocean' by Kristin Hoffman!</p> <p>#SouthBeachAvenueSG</p>	<p>Happy hour came early: It is not enough to enjoy 1-for-1 mains at Harry's, get it delivered to you and beat the lunch crowd pandemonium!</p> <p>Now available on Deliveroo.</p> <p>#SouthBeachAvenueSG</p>	<p>Looking for a chic new cut? Tame your tresses at Hairpage Underground with such enticing deals:</p> <p>Wash & Blow (includes refreshing scalp mask) - \$38</p> <p>Scalp treatment - \$78 (U.P. \$100)</p> <p>Express Hair treatment \$65 (U.P. \$75)</p> <p>Haircut (for first time clients) Stylist - \$45 (U.P. \$55) Senior stylist - \$55 (U.P. \$65) Chief stylist - \$68 (U.P. \$55)</p> <p>#SouthBeachAvenueSG</p>
<p>26 Mar</p>	<p>27 Mar</p>	<p>28 Mar</p>	<p>29 Mar</p>	<p>30 Mar</p>	<p>31 Mar</p>	<p>1 Apr</p>
						
<p>Lunch time hasn't been better, especially with Vatos Urban Tacos' set lunch (\$19+). It is inclusive of one main, one side and one non-alcoholic beverage.</p>	<p>Black Cow shakes up your otherwise unassuming lunch routine. Here's to switching up your mid-day meal like no other.</p>	<p>It is a 'Meaty Affair' all weekend long as Atmastel</p>		<p>Wishing all our dear shoppers a blessed Good Friday!</p> <p>#SouthBeachAvenueSG</p>	<p>Lace up for the whirlwind week ahead but before you do so, recharge your soles (and needless to say - your souls) here at South Beach.</p>	

<p>Why squeeze with the lunch crowd or munch on the go when you can get the best of Vatos delivered straight to your hands? You can now get your Vatos fix on both Deliveroo and UberEats.</p> <p>#SouthBeachAvenueSG</p>	<p>Executive Lunch Sets are now available at Black Cow.</p> <p>#SouthBeachAvenueSG</p>	<p>ushers Easter in with you!</p> <p>There is a special, limited time only grilled lamb dish - Agnello Allo Scottadito - that's sure to make you go 'MamaMia' as you polish it right down to the bones!</p> <p>It is available from 29 March till 31 March 2018. Friday business operation hours are as usual on 30 March 2018.</p> <p>Be quick about your reservation, or pre order while stocks last!</p> <p>Call 65810085 to make a reservation.</p> <p>#SouthBeachAvenueSG</p>			<p>#SouthBeachAvenueSG #HelloSouthBeachSG</p>	
<p>2 Apr</p>	<p>3 Apr</p>	<p>4 Apr</p>	<p>5 Apr</p>	<p>6 Apr</p>	<p>7 Apr</p>	<p>8 Apr</p>
						
<p>Our soles led us here, literally. Because we say, your sole is where your soul is.</p> <p>Well, hello South Beach.</p> <p>#SouthBeachAvenueSG #HelloSouthBeachSG</p>	<p>What better place to recharge your soles than at South Beach, and with a mandatory muffin that is oh-soul satisfying?</p> <p>Your sole is where your soul is.</p>	<p>Nights like this. You just want a soulful night out without wearing out your soles too much. We are just the right spot.</p> <p>#SouthBeachAvenueSG #HelloSouthBeachSG</p>		<p>There's even more reason to salivate at the thought of lunchtime, because Lady M has launched a spanking new savoury menu!</p> <p>Find a smorgasbord of soups and sandwiches to fuel up for the rest of your day, right here</p>		<p>[GIVEAWAY] Guess the location of this pair of soles in South Beach correctly and a \$100 Atmastel voucher could be yours!</p> <ol style="list-style-type: none"> 1. Outside Fynn's 2. Outside Atmastel

	#SouthBeachAvenueSG #HelloSouthBeachSG			at South Beach Avenue. #SouthBeachAvenueSG		Stand a chance to be amongst the 5 lucky winners by following these steps: <ol style="list-style-type: none"> 1. Like and follow South Beach Avenue's Facebook page 2. Like and share this post (remember to make the visibility of the post public as we will be checking for it) 3. Is the correct answer 1) or 2)? Leave your answer in the comments below and tag a friend whom you'd like to bring along. <p>You may just be one of the 5 to savour a bona fide Italian meal at Atmastel. Good luck :)</p> <p>Terms and conditions: This contest is open only to followers of South Beach Avenue on Facebook. Please remember to set the post that you have shared to be visible to the public. Participants need to be able to collect the prize in Singapore. This contest ends on 2 Apr, 1159pm. The management's decision is final and no exceptions will be made.</p> <p><i>(contest mechanics for approval)</i></p>
9 Apr	10 Apr	11 Apr	12 Apr	13 Apr	14 Apr	15 Apr
						

<p>Fill up your stomach and soul with some sweets for the journey ahead. But first, recharge your weary soles here at South Beach.</p> <p>#HelloSouthBeachSG #SouthBeachAvenueSG</p>		<p>[GIVEAWAY]</p> <p>Calling out to all beer-lovers! There are now 5 x \$100 vouchers from Alchemist Beer Lab up for grabs!</p> <p>Stand a chance to win simply by following these steps:</p> <ol style="list-style-type: none"> 1. Like and follow South Beach Avenue's Facebook page 2. Like and share this post (remember to make the visibility of the post public as we will be checking for it) 3. Tag a friend you'd like to bring along and tell us why <p>Good luck :)</p> <p>Terms and conditions: This contest is open only to followers of South Beach Avenue on Facebook. Please remember to set the post that you have shared to be visible to the public. Participants need to be able to collect the prize in Singapore. This contest ends on 18 Apr, 1159pm. The management's decision is final and no exceptions will be made.</p> <p><i>(contest mechanics for approval)</i></p>		<p>The Highlight Real (Reel): You can now get nutrition packed meals from Real Food delivered to you via Deliveroo and FoodPanda.</p> <p>#SouthBeachAvenueSG</p>		
16 Apr	17 Apr	18 Apr	19 Apr	20 Apr	21 Apr	22 Apr
						
<p>Get acquainted with Lady M's new savoury menu, featuring the likes of Pesto Chicken & Pumpkin Soup (right) and Cornish Crab Toasties (left).</p> <p>#SouthBeachAvenueSG</p>						
23 Apr	24 Apr	25 Apr	26 Apr	27 Apr	28 Apr	29 Apr



Not just because they look good. And because we do not use additives, colouring and preservatives to artificially enhance the food.

#B1-19

Real Food

What's the perfect food for your soul? The sight of diners chowing down on these hearty lunch bowls from Black Cow is just the answer you're looking for.

Executive lunch sets are now available at Black Cow.

#SouthBeachAvenueSG

[GIVEAWAY]

5 lucky winners will be able to savour an irresistibly delightful meal at Atmastel, simply by following these steps:

1. Like and follow South Beach Avenue's Facebook page
2. Like and share this post (remember to make the visibility of the post public as we will be checking for it)
3. Tag a friend you'd like to bring along and tell us why

You may just be one of the 5 to savour a bona fide Italian meal at Atmastel. Good luck :)

Terms and conditions: This contest is open only to followers of South Beach Avenue on Facebook. Please remember to set the post that you have shared to be visible to the public. Participants need to be able to collect the prize in Singapore. This contest ends on 2 May, 1159pm. The management's decision is final and no exceptions will be made.

(contest mechanics for approval)

If you already know what you want to be having for lunch - such as this gorgeous Mushroom & Barley Burger from Real Food - don't be queuing for it.

Real Food is now available for delivery via Deliveroo and FoodPanda.

#SouthBeachAvenueSG



Excite your taste buds with the newest kid on the block.

Ebi-tori Menzo is slated to liven up your palate, even for the most discerning of diners - try for yourself!

#SouthBeachAvenueSG