

Editorial Calendar

Proposed Name of Blog for New Market: Singapore in a Minute

Months	
Jan. 2021	<ol style="list-style-type: none"><li data-bbox="651 548 1369 800">1. Sparkly Makeup to Ring in the New Year (New Year's Day) - For some, welcoming the new year means being open to new beginnings, but for others, it is being open to all things glitter. Our silver and gold simple makeup looks will complete your first day of the year.<li data-bbox="651 810 1369 1062">2. Where to Stay to Soak in All Singapore Art Week Has to Offer (Singapore Art Week) - Letting the art guide you through this annual nine-day celebration of visual arts is simple. Choosing the right location with our list of recommended bed and breakfasts, Airbnb's and hotels is even simpler!<li data-bbox="651 1073 1369 1283">3. Cleanse Your Soul and Home (Pongal Harvest Festival) - It's that time of year again. This Pongal, we have some quick ideas to help you conduct spring cleaning in your homes, discard old belongings and start fresh!
Feb. 2021	<ol style="list-style-type: none"><li data-bbox="651 1320 1369 1530">1. Fly High With Homemade Chinese New Year Kites (Chinese New Year) - Floats, fireworks, and friends galore! The Chinese New Year is as elaborate as it gets. Take part in the celebration by creating a homemade kite to fly on the big day.<li data-bbox="651 1541 1369 1709">2. Heart-Shaped Cards, Desserts, and Jewelry for Your Loved One (Valentine's Day) - Love is in the air! Give a piece of your heart on Valentine's Day with these warmhearted, sentimental gifts.<li data-bbox="651 1719 1369 1887">3. Engage All of Your Senses With These 7 Tips (Thaipusam) - Want to immerse yourself in a new culture that you haven't ever experienced before? Our tips will have you engaging all seven senses at

	<p>one festival. Batu Caves and full moons are just a hint!</p>
<p>March 2021</p>	<ol style="list-style-type: none"> 1. 5 Ways You Can Show Appreciation to the Women in Your Life (International Women’s Day) - Have you ever thought about how you can show your mom, your wife, your significant other, or any woman in your life your appreciation? This International Women's Day we will show you some ways you can! 2. Not Your Typical Corned Beef and Cabbage (St. Patrick's Day) - You’re in luck with these savory desserts! Turning the traditional Irish dish into handheld desserts was effortless for pastry chef Janice Wong. 3. Make it Grand With an Opening at Celebrations Worldwide (Store Opening) - Time to get this party started as Celebrations Worldwide opens a brick and mortar location in Singapore. You’ll be running to grab decorations for your next special occasion and holiday with our index.
<p>April 2021</p>	<ol style="list-style-type: none"> 1. Inventive Easter Egg Designs (Easter) - The old days of messy, time-consuming egg dying are over. Our tips and tricks can be used by all ages and are reusable for the following year! 2. 18 Everyday Uses For Common Spices (World Gourmet Summit) - Local Singaporean chefs have gathered their ideas to use spices in your everyday life. From deodorizer pouches to pumpkin spice candles, we have compiled a lengthy list of ideas. 3. Singapore Sevens Game Food to Get You Pumped (HSBC World Rugby Seven Series Tournament)- Red and white pasta salad and cupcakes match the rowdiness of Singapore Sevens fans. With the help of Pinterest, we created a list of Singapore Sevens themed foods that will get even the pickiest eater excited.

<p>May 2021</p>	<ol style="list-style-type: none"> 1. 5 Ways You Can Honor Your Worker (Labour Day) - Have you shown appreciation for your local barista, everyday gas station worker, or grocery store clerk recently? Showing appreciation can make them feel special in the midst of a busy day. Our tips will help you show acts of kindness to your favorite faces. 2. The Best Places to Celebrate The Life of Buddha (Vesak Day) - Honoring Buddha on Vesak Day is a must. But where? Our compiled list will send you on an awakened journey through Singapore's most beautiful fields and parks. 3. Traditional Hari Raya Puasa Foods You Must Dig Into (Hari Raya Puasa) - A month's worth of fasting from sunrise to sunset is coming to an end for Muslims. Gathering to celebrate Hari Raya Puasa with friends and family won't be complete without these traditional foods.
<p>June 2021</p>	<ol style="list-style-type: none"> 1. How to Prepare for the Dragon Boat Festival (Dragon Boat Festival) - When looking forward to the Dragon Boat Festival, you're probably planning for dragon boat racing, zongzi, and perfume pouches. But there is more to it! Make the most of the festival with these helpful tips. 2. Kid-Friendly Crafts Inspired by the Singapore International Arts Festival (Singapore International Arts Festival) - Kids will get excited over these crafty creations. From unique ways to make paint to creating friendship bracelets, professionals from the International Arts Festival share ideas to keep the kids busy. 3. 14 Must-Hit Stores for the Best Deals During the Great Singapore Sale (Great Singapore Sale) - The sale of the year is here. Finding the best deals can be complicated without a plan in mind. Our guide will

	<p>keep you on track while hitting all of the stores you love.</p>
<p>July 2021</p>	<ol style="list-style-type: none"> 1. Recipes from Around the Globe (Singapore Food Festival) - Take your meal to a new level with these vibrant and delicious recipes shared by chefs near and far. Their tips will get you excited to cook your next meal! 2. Checkered Decor to Celebrate the International Champions Cup (International Champions Cup) - Is your house the designated place to watch the International Champions Cup? When friends love your flatscreen but the themed decor is lacking, race to the finish line with these seriously fun checkered decorations. 3. Fashion-Forward Baju Kurung Just in Time for Hari Raya Haji (Hari Raya Haji) - Fashion designer, Jenahara Nasution, debuts her Hari Raya Haji inspired clothing line with the help of Singapore natives. Find out how you can get your hands on one of her hand-beaded designs before the celebration.
<p>August 2021</p>	<ol style="list-style-type: none"> 1. Red and White Flower Arrangements to Celebrate National Day (National Day) - What better way to show your love for Singapore than decking out your garden with these red and white flower combinations? Our guide will help you decide which combination commemorates Singapore's independence and works best for you. 2. Spice Up Date Night By Going Back in Time (Films At The Fort) - Find yourself watching a movie under the stars with your significant other this summer. Enchanting sunsets, city views, and an elaborate snack bar are a few of the many elements that make this the perfect date night. 3. Shine Brighter Than Ever Before With These Glorious Backdrops (Singapore Night Festival) -

	<p>Instagram-worthy moments quite literally wait around every corner at the Singapore Night Festival. With arts, lights, dancing, and more, this festival falls nothing short of magical. So grab a friend, a camera and join us!</p>
<p>Sept. 2021</p>	<ol style="list-style-type: none"> 1. Easy Mooncake Recipe (Mid-Autumn Festival): Enjoy these delicious mooncakes around your dinner table with your closest friends and family while you celebrate the Mid-Autumn Festival. 2. 10 Appetizers That Will Have Everyone Racing to the Table at Your Grand Prix Party (Singapore Grand Prix): Want to have your friends and family racing to the table? Enjoy these ten appetizers that are delicious and easy to make. 3. Easy DIY Paper Lantern (Lantern Festival): Want to light up your sky and have your own Lantern Festival? This DIY paper lantern is a fun activity for the whole family to have a night of fun.
<p>Oct. 2021</p>	<ol style="list-style-type: none"> 1. 10 Halloween Themed Cocktails (Halloween): Want to have all your friends and family over for a night of brews and boos? We created a bunch of fun Halloween themed drinks to boil in your cauldron. 2. 5 Ways to Dress Up Jeans (Fall Fashion Week): Need an outfit for a girl's night out or date night that is both chic and comfortable? Throw on a pair of jeans and match them with these five items to be going out looking your best. 3. 9 Protein-Packed Vegetarian Meals to Enjoy During the Nine Emperor Gods Festival (Nine Emperor Gods Festival): Enjoy these meals for the nine nights of the Nine Emperor Gods Festival while you await the arrival of their excellencies.
<p>Nov. 2021</p>	<ol style="list-style-type: none"> 1. 5 DIY Deepavali Decorations (Deepavali): Get your house bright and colorful for the celebration of Deepavali with these easy DIY ornamental decorations and floral garlands.

	<ol style="list-style-type: none"> 2. Playlist to Get You in the Christmas Spirit (Start of a Christmas on a Great Street): With a little more than a month until Christmas it's time to start getting into the spirit. This playlist can help get you up and caroling. 3. DIY Decorations to Get Your House Ready for Christmas (Start of a Christmas Wonderland): It's time to decorate your home for the upcoming holiday! Get your house looking jolly and bright for Christmas with these DIY decorations.
<p>Dec. 2021</p>	<ol style="list-style-type: none"> 1. 15 Packing Tips for Storing Christmas Decorations (End of a Christmas Wonderland): Get everything put away securely until next year with these 15 storage tips to make finishing the holidays easier. 2. 5 Ways to Spice Up Your Hot Cocoa (Christmas Day): Don't make a boring cup of hot chocolate! Transform your mug by adding these simple ingredients. 3. Sparkling Drinks for New Years' (New Year's Eve): Pop the bubbly and get ready to celebrate with your friends and family with these fancy, sparkling drinks.

Social Media

- Twitter



@singaporeinaminute: Shop 'til you... find the right sale! The Great Singapore Sale has a TON of deals to offer. You just have to know where. Find out here: www.thegreatsingaporesale.com #Deals #Shopping #TheGreatSingaporeSale



@singaporeinaminute: Christmas on a Great Street is approaching! Want an easy way to get into the Christmas Spirit? Enjoy this playlist that will get you up and caroling:

https://open.spotify.com/playlist/37i9dQZF1DX0Yxoavh5qJV?si=GPyXA__fQjaXfakt7FmGw #ChristmasSpirit #ChristmasOnAGreatStreet #VisitSingapore



@singaporeinaminute: Easter is quickly approaching! Learn some new tips and tricks on how you can get creative without getting messy. Visit:

www.holidaytips.com #DIY #Innovation #EasterEggHunt

- Instagram



A film by moonlight is the new candle-lit dinner. Treat your SO to a sunset and movie one of these warm summer nights. #DateNight #FilmsAtTheFort #VisitSingapore



Red-Velvet cupcakes but imagine them Singapore Sevens Game themed. This is one of the many treats you and your family can enjoy when watching the tournament. #GoodEats #SingaporeSevens #VisitSingapore



Create your own paper lantern at home with these few easy steps and items lying around your house. Light up your sky and have a night of fun with your friends and family while you celebrate the #LanternFestival. #VisitSingapore

- YouTube



Justin Quek will feature a variety of local ingredients in recipes inspired by Franco-Asian cuisine. Throughout this video, the process of cooking and preparing meals will be shown. Afterward, other well-known chefs will taste Justin's food.



Sharon Ang, a local makeup artist from Singapore, will create an easy to follow makeup tutorial video to get the classic sparkly makeup look. In the video, she will start with no makeup on at all and go through all the steps and types of makeup you would need to use in order to get this GLAM to look to rock this New Year's!



Watch how to make these 10 Sparkling Drinks for New Year. In the video, it will show master bartender Mike Shawn pop open champagne and create unique fun drinks to share with your friends and family with just a few ingredients.