



PRESS RELEASE
FOR IMMEDIATE RELEASE



**CELEBRATING 45 YEARS OF SCENIC VIEWS WITH SINGAPORE CABLE CAR:
ONE FABER GROUP ROLLS OUT A SERIES OF ACTIVITIES FROM MARCH 2019**

Singapore, 1 March 2019 – One Faber Group marks the 45th anniversary of the Singapore Cable Car with the debut of 'Miraculous', an original multi-sensorial video-mapping show on the Angsana tree at hilltop restaurant Arbora at Faber Peak Singapore. There will also be a line-up of exciting activities, events, F&B promotions at Singapore's only hilltop destination from 30 March 2019.

The Singapore Cable Car connects Mount Faber to Sentosa Island and offers guests seamless access to a collection of unique leisure activities from the hilltop to the island. An iconic attraction that has played a significant role in the Singaporean tourism landscape for 45 years, the Singapore Cable Car had captured the hearts and minds of locals and tourists with its breath-taking scenic views of Sentosa Island, Mount Faber and the Harbourfront. Since starting operations in 1974, close to 57 million riders have taken the Singapore Cable Car. Today, guests sit in the comfort of the spacious 4th generation cable car cabins, which are encased with floor-to-ceiling glass panels that offer even greater viewing pleasure of the ever-changing views of Southern Singapore.

For over four decades, the Singapore Cable Car has scored many notable achievements, such as being featured in an episode of popular American television series Hawaii Five-O (1979); having played host to the contestants of the Miss World Pageant (1989), Asia's first to offer sky dining in a cable car cabin (1998); and the world's first Angry Bird themed cable car (2012).

"With the Singapore Cable Car as our focus for the 45th anniversary campaign, guests can look forward to fun and exciting activities that revolve around this attraction to create lasting memories for tourists and to bring back happy memories for the locals. Our calendar is packed year-long with new experiences designed to delight guests to (re)visit and (re)discover Mount Faber. Through this, One Faber Group reinforces our commitment to continually renew and refresh our diverse range of products, so that guests will always find new opportunities to (re)create new moments with us," said Mr Buhdy Bok, Managing Director, Mount Faber Leisure Group.

For details, please go to:
Annex A: Calendar of activities and events
Annex B: Anniversary Promotions and Menu
Annex C: Further reading on the Singapore Cable Car

Official Singapore Cable Car 45th Anniversary Celebrations page: www.onefabergroup.com/sgcablecar45
For press visuals, please go to <https://tinyurl.com/y2yvl73w>.



ANNEX A | CALENDAR OF ACTIVITIES AND EVENTS

DATE	ACTIVITY / EVENT	TYPE	VENUE/PLATFORM
30 Mar 2019 till Mar 2020	Miraculous	Daily Video-mapping Night Show with original content. Seats are reserved for cable car patrons, diners and Faber License members.	Arbora Level 2, Faber Peak Singapore
30 Mar 2019 till Mar 2020	Singapore Cable Car: 45 years of Transformation	Static Display / Photo point.	Cable Car Deck Level 2, Faber Peak Singapore
30 Mar 2019 till 30 Jun 2019	Explorer Passport	Self-guided exploration activity at 5 selected cable car stations. Redeem Explorer Passport with every purchase of Cable Car Sky Pass at any ticketing counters.	Various: 5 checkpoints
8 Jun 2019	Satay Night Live @ Mount Faber	Alfresco F&B stalls and seating. Free admission. Food is priced.	Faber Deck (Carpark B)
10 Aug 2019	Mao Shan Wang Durian Feast @ Mount Faber	Alfresco durian stalls and seating. Free admission. Food is priced.	Faber Deck (Carpark B)
From 30 Mar 2019	Light up of façade at Faber Peak	Light installation. Best view from cable car cabin on Mount Faber Line.	Faber Peak Singapore
From 29 Mar 2019	Cable Car Cabins Through the Decades: A Facebook AR Experience	A series of 5 augmented reality (AR) filters on Facebook that showcases the Singapore Cable Car across the past 4 decades.	Facebook

DESCRIPTIONS

Miraculous

One Faber Group proudly introduces a new multi-sensorial Video Mapping Night Show at Faber Peak Singapore which will be performed nightly from 30 Mar 2019. Through a kaleidoscope of light projected onto the towering Angsana tree located at Arbora restaurant, guests will be taken on a hypnotic journey as they follow the mesmerising quest of a pair of squirrels named Mira and Mirak, and their forest friends.

Follow this link for a teaser video of Miraculous: <https://1fabergroup.com/miraculous>



Singapore Cable Car: 45 Years of Transformation

For a limited time only, experience vintage Singapore Cable Car cabins on special display in one convenient location – at Mount Faber Cable Car Station. Learn more about Singapore's iconic attraction from display panels placed beside each cabin.

Explorer Passport

For those who desire a journey of discovery, the Explorer Passport is your "map" to go on a self-guided adventure! Learn more about the Singapore Cable Car and Faber Peak Singapore, as you embark on exciting onsite activities across five cable car stations via the two cable car lines. Do you know there is a "hidden" Merlion located on Mount Faber with great views? Participants will discover this and more when they complete five checkpoints and acquire five unique designed ink stamps on their passport to mark their accomplishment. The passport also includes a guide for night activities to enjoy at Faber Peak, instructions to participate in a social media contest as well as F&B and retail vouchers to use right away.

Mount Faber Leisure Group Pte Ltd

109 Mount Faber Road
Faber Peak Singapore 099203
Tel: (65) 6771 5000 Fax: (65) 6273 4639
www.onefabergroup.com

Co. Reg. No.: 197000546C



Satay Night Live @ Mount Faber

Indulge in different flavours of satay, traditional peanut sauces and ketupat served under the stars, as you chill out with family and friends over drinks and entertainment from a live band. This is a first outdoor event held at Faber Deck, so do not miss this opportunity to experience a different setting where you get to enjoy hearty satays with a side of sensational views of Sentosa Island and the Harbourfront!

Mao Shan Wang Durian Feast @ Mount Faber

Also “貓山王” in Chinese, “山” refers to “hills”, which served as an inspiration for this event - bringing Mao Shan Wang to the Mount Faber hill. Durian is a beloved fruit among locals and fans would rave and crave for the king of durians - the Mao Shan Wang. Unlike durian feasts found in the city and heartlands, participants would certainly delight at the refreshing change of scene at Faber Deck, which features scenic views of the Harbourfront. Here, guests get to savour a variety of durian breeds amid a rustic setup – where durian stalls, tables and chairs take on an old school vibe – as they are serenaded by chirping birds and rustling leaves from the surrounding lush greenery.

Cable Car Cabins Through the Decades: A Facebook AR Experience

Want to catch a glimpse of how our cable cars looked in the 1970s to the present day? You can now do so with our Facebook Augmented Reality (AR) filters. Created especially for the Singapore Cable Car 45th Anniversary celebrations, “ride through time” and enjoy scenic views and cable car cabins from 1974 to the present day with funky accessories unique to each era.

Mount Faber Leisure Group Pte Ltd

109 Mount Faber Road
Faber Peak Singapore 099203
Tel: (65) 6771 5000 Fax: (65) 6273 4639
www.onefabergroup.com

Co. Reg. No.: 197000546C



ANNEX B | ANNIVERSARY PROMOTIONS & F&B MENU

ANNIVERSARY PROMOTIONS

PERIOD	PROMOTION	ELIGIBILITY / REDEMPTION
1 Jun 2019 till 30 Jun 2019	Child dines free with a purchase of Singapore Cable Car Stardust Cabin dining experience	<ul style="list-style-type: none"> 1 child (12 years and below) enjoys a free kid's meal.
Now till 30 Mar 2020	Local promotional rates and Local Senior Specials on Singapore Cable Car	<ul style="list-style-type: none"> 15% OFF standard rates for Singapore Cable Car Sky Pass and Mount Faber Line. Applicable to Singapore Citizens, Permanent Residents and those living in Singapore, including holders of Employment Passes, Work Permits or Dependent Passes and Children aged 4-12 years old. 45% OFF for Senior Citizens aged 60 and above. Discount applies to Singapore Cable Car Sky Pass, Mount Faber Line and Sentosa Line.
Now till 30 Mar 2020	Diners enjoy \$5 Singapore Cable Car rides	<ul style="list-style-type: none"> Diners simply produce their restaurant receipts from Arbora or Dusk Restaurant & Bar and pay only \$5 for a ride on the Singapore Cable Car. Valid from 8pm and same day receipts only. Other T&Cs apply. For more details, please visit: www.onefabergroup.com/s/5-cc-ride.pdf

F&B MENU

Craft beers

One Faber Group will be introducing two new craft beers to commemorate the 45th Anniversary. The bottle labels are specially designed for the Video-Mapping Night Show "Miraculous", and it feature ingredients that resonate with the nature theme of the performance. These exclusive beer flavours will be available from 30 March 2019 at Arbora restaurant.

1. The **Session IPA** (Indian Pale Ale, ABV 5%) brings a rounded bitterness with herbaceous, floral hop notes, courtesy of the Amarillo hops which accounts for its distinct flowery, spicy and tropical notes, while the Nelson Sauvin hops deliver citrus-like with qualities of grape fruit. Perfect as a refreshing drink in the day.
2. The **Summer Brew** (ABV 5%) is a fresh German-style brew of wheat beer with recognisable banana and wheat flavours, as well as subtle hints of clove and vanilla for those with a discerning palate. The use of Pacifica™ hops inject a floral aroma and a citrusy note reminiscent of orange marmalade.

Mount Faber Leisure Group Pte Ltd

109 Mount Faber Road
Faber Peak Singapore 099203
Tel: (65) 6771 5000 Fax: (65) 6273 4639
www.onefabergroup.com

Co. Reg. No.: 197000546C



ANNEX C | LOOKING BACK AT 45 YEARS OF THE SINGAPORE CABLE CAR

The Singapore Cable Car (SCC) has played host to close to 57 million Singaporeans and foreign visitors since its inception. The iconic attraction transports visitors from the hustle and bustle of the city into a world of lush greenery and unique hilltop entertainment on Mount Faber, as well as to Sentosa – Singapore’s premier island resort.



1974 – 1993: 1st Generation

The SCC was the brainchild of the late Dr Goh Keng Swee in 1970, then Minister of Finance, who wanted to improve the accessibility of the summit and the island. It was a hit amongst the locals when it first opened its doors in 1974, with Singaporeans accounting for three-quarters of the riders by its first year of inception.

1994 – 2008: 2nd Generation

The SCC rocketed to international fame through the 1970s and early 1980s, with the cable cars having their big break in 1979 as they appeared on a popular detective drama, Hawaii Five-O.

Snaking queues made up of locals and tourists were a frequent sight at the cable car stations. To raise its passenger capacity, the second generation of cabins were launched in 1994 to replace the old ones that had serviced passengers for more than two decades.

In addition to the quicker and steadier rides, audio commentaries about landmarks that were visible from the cabins were also rolled out in six languages. The second generation of cable cars also hosted diners for the first time with the introduction of Sky Dining, launched in time for Valentine’s Day.

1999 – 2008: 3rd Generation

To commemorate SCC’s 25th anniversary, six numbers of limited edition third-generation cabins were launched in 1999. It made history as the world’s first glass-bottom cable cars that offers unobstructed views of the harbour and seascape south of Singapore.

In 2004, the SCC organised the first endurance contest as part of its 30th anniversary celebrations, where 66 participants stuck in out in the cabins for a week - with only ten minutes to visit the toilet every 24 hours!

2009 – today: 4th Generation

In 2009, the cable car system was revamped for the fourth time to rejuvenate the cable car experience. The fleet now comprises 67 LED-illuminated, sparkling metallic black and chrome cabins on a mono-cable ropeway that links Mount Faber to Harbourfront Towers and Sentosa Island.

The cabins feature added levels of comfort with windows that offer ultraviolet protection against tropical heat and humidity, with minimal obstruction to the all-round views.

This generation of cable cars also boasts the world’s first 7-Star Jewelled Cabin, which is decked with Swarovski crystals in its interior panels and the only one with glass bottom cabin, to deliver a touch of luxury to wow and impress passengers.

On 14 July 2015, the Singapore Cable Car Sky Network was launched with the opening of the Sentosa Line. This 890m link connects visitors to three main attraction clusters at Merlion Plaza, Imbiah Lookout and Siloso Point.

Mount Faber Leisure Group Pte Ltd

109 Mount Faber Road
Faber Peak Singapore 099203
Tel: (65) 6771 5000 Fax: (65) 6273 4639
www.onefabergroup.com

Co. Reg. No.: 197000546C



For press visuals, please go to <https://tinyurl.com/y2yvl73w>.

For the official Singapore Cable Car 45th Anniversary Celebrations page, please go to <http://www.onefabergroup.com/SGCableCar45>

ABOUT ONE FABER GROUP

One Faber Group is one of Singapore's leading operators of a suite of leisure and lifestyle services, including attractions, guided tours, event venues, souvenir and lifestyle outlets as well as F&B operations. The company's portfolio of products and services include the Singapore Cable Car, Wings of Time, Sentosa Merlion, Faber Peak Singapore, Arbora, Dusk Restaurant & Bar, Good Old Days, Show Bites and FUN Shop, Cable Car Gift Shop and Faber Licence.

Spanning across the hilltop at Mount Faber and Sentosa Island, One Faber Group's products are linked by the Singapore Cable Car Sky Network of six stations on two main lines – the Mount Faber Line that connects mainland Singapore to the resort island of Sentosa, and the Sentosa Line that connects to the island's western end at the Siloso Point.

The Group offers a memorable experience for its guests, offering a delightful escape that spans from green hilltop to blue sea and sandy beach, with sunshine and happiness radiating through the warm service of its friendly staff. Its legal name remains as Mount Faber Leisure Group Pte Ltd, which is a wholly-owned subsidiary of Sentosa Development Corporation and operates as an autonomous commercial arm. Visit www.onefabergroup.com for more information.

For media enquiries, please contact:

WORD OF MOUTH COMMUNICATIONS

Marcus Wong
Director
marcus@womcomm.com
Tel: (65) 6338 7763
HP: (65) 9001 9165

Robyn Chen
Senior PR Executive
robyn@womcomm.com
Tel: (65) 6337 7763
HP: (65) 9728 8858

ONE FABER GROUP

Tracy Lui
Assistant Director, Marketing & Communications
tracy.lui@onefabergroup.com
Tel: (65) 6771 5048
HP: (65) 9109 9049

Xu Shiwei
Executive, Marketing & Communications
xu.shiwei@onefabergroup.com
Tel: (65) 6771 5442
HP: (65) 9452 6803

###

Mount Faber Leisure Group Pte Ltd

109 Mount Faber Road
Faber Peak Singapore 099203
Tel: (65) 6771 5000 Fax: (65) 6273 4639
www.onefabergroup.com

Co. Reg. No.: 197000546C