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## **SINGAPORE CABLE CAR KICKS OFF A YEAR-LONG CELEBRATION FOR ITS 50<sup>TH</sup> ANNIVERSARY, STARTING WITH A POKÉMON EXPERIENCE**

*Take to the skies with Pokémon and immerse in new experiences coming to the Singapore Cable Car and Mount Faber Peak*

**Singapore, 20 April 2023** – From 1 May to 30 September 2023, visitors to Mount Faber Peak, Harbourfront and Sentosa will catch a glimpse of a rare sight – an eye-catching line of 67 Poké Ball cabins soaring 100 metres above sea level. The exteriors of cable car cabins on the Mount Faber Line will be wrapped in the recognisable red and white colours of Poké Balls.

Much like the inspiration behind their outward appearance, inside each cabin awaits a surprise – five different interior designs, each themed around first-generation Pokémon like **Pikachu** and **Eevee**, as well as **Sprigatito**, **Fuecoco**, and **Quaxly** from the latest Pokémon video games. Families and fans of Pokémon will experience something new each time they ride on the Singapore Cable Car, marvelling at a vibrant assemblage of newly-installed beautiful, multicoloured lights at Mount Faber Station, Harbourfront Station and Sentosa Station.

Mr Buhdy Bok, Managing Director, Mount Faber Leisure Group (MFLG), said, “Even as we look back on our past with immense pride and reminisce the many beautiful memories that led us to this historic milestone of the Singapore Cable Car's Golden Jubilee, we must look to the future. Beyond celebrating the momentous birthday of a national icon, we are also welcoming a time when the global appetite for travel is stronger than ever. Through our exciting year-long line-up of activities, we hope guests will rediscover the Singapore Cable Car while recreating newer and even more beautiful memories that they can cherish for many years to come.”



Atop the verdant hilltop destination of Mount Faber Peak, visitors will also be able to snap pictures at various photo points – including vintage cable car cabins – with a variety of Pokémon like Pikachu, Pichu, Snorlax and Psyduck to capture beautiful memories with their loved ones.



Tickets to the Singapore Cable Car are available at counters and on the MFLG [website](#) at the **regular price of \$35 for adults and \$25 for children** aged between 4 and 12 for a round-trip ride on the Mount Faber Line and Sentosa Line. Visitors can also choose to do a \$10 top up for one-day unlimited rides. Children aged 3 and below ride for free.

All over-the-counter purchases of Mount Faber Line cable car tickets and bundles will also entitle visitors to receive a complimentary collectible Pokémon-themed sun visor, while stocks last. The visors are available in four designs -- Pikachu, Sprigatito, Fuecoco, and Quaxly.

### **Icy treats to beat the heat**

There is nothing like a refreshing mango or strawberry-flavoured ice-cream on a hot summer day, and visitors can win themselves a free icy treat by taking part in a social media giveaway. All visitors need to do is post photos of themselves with at least two different Pokémon featured on the Singapore Cable Car on their personal Instagram or Facebook accounts with the hashtag #SGCableCar50 and tag @MountFaberLeisure. Their complimentary ice-cream can be redeemed at the Singapore Cable Car Gift Shop @ Mount Faber Peak and Singapore Cable Car Gift Shop @ Imbiah Lookout, limited to one redemption per visitor and while stocks last.

### **Celebrate with the iconic Singapore Cable Car**

Since its inception in 1974, the Singapore Cable Car has cemented its iconic status as one of the nation's most recognisable attractions, having served more than 60 million visitors over the decades as the most scenic way to travel between Mount Faber Peak and Sentosa. Ahead of its Golden Jubilee in February 2024, MFLG will begin a year-long celebration to commemorate 50 years of delightful experiences on the Singapore Cable Car – Mount Faber Line while allowing visitors to create countless more unforgettable memories. Starting with a special Pokémon experience on the Mount Faber Line, visitors can also look forward to a series of activities and F&B delights for the whole family that will debut later in the year.

For more information on the Singapore Cable Car's 50<sup>th</sup> anniversary celebrations, please visit [www.mountfaberleisure.com/attraction/singapore-cable-car](http://www.mountfaberleisure.com/attraction/singapore-cable-car) or follow MFLG on [Facebook](#), [Instagram](#), [TikTok](#) and [YouTube](#).

### **Visual Assets:**

High-res images can be found [here](#).

### **Official Hashtags:**

#MountFaberLeisure | #SingaporeCableCar | #SGCableCar50

### **About Mount Faber Leisure Group**

Mount Faber Leisure Group (MFLG) 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, SkyHelix Sentosa, Sentosa Island Bus Tour, Mount Faber Heritage Tour, Mount Faber Peak, Arbora Hilltop Garden & Bistro, Dusk Restaurant & Bar, Arbora Café, Cable Car Gift Shop and Faber Licence. With the opening of the Central Beach Bazaar, the company also operates Sentosa SkyJet, Sentosa Musical Fountain and International Food Street, in addition to the existing Wings of Time, Good Old Days Food Court & Western Grill and FUN Shop @ Central Beach Bazaar.

Spanning across the hilltop at Mount Faber and Sentosa Island, MFLG'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.

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.

MFLG is also one of the 17 founding members of Singapore's first carbon neutrality-driven business alliance, the Sentosa Carbon Neutral Network (SCNN), which was established in September 2021. The SCNN is a collective public-private effort to achieve Sentosa's sustainability goals, including carbon neutrality by 2030. MFLG is also a member of the Carbon Pricing Leadership Coalition (CPLC) Singapore and a recipient of the LowCarbonSG Logo, awarded to companies that successfully measure and monitor their carbon footprints.

Visit [www.mountfaberleisure.com](http://www.mountfaberleisure.com) for more information.





### What's Pokémon?

Pokémon are fascinating creatures harboring myriad mysteries. Pokémon began with the "Pokémon Red Version" and "Pokémon Green Version" video games launched in Japan in 1996 for the Game Boy platform. Among the factors that have contributed to Pokémon's success are the sheer enjoyment of capturing and raising Pokémon as a collection, and the opportunities Pokémon creates for communication through trading with other players or competing against them. Today, thanks to its amazing expansion into the realms of trading card games, TV anime, film, apps, merch and so much more, Pokémon is a name known and loved all around the world.

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