

PRESS RELEASE

FOR IMMEDIATE RELEASE

**SINGAPORE CABLE CAR CELEBRATES GOLDEN JUBILEE WITH COMPLIMENTARY CABLE CAR RIDES FOR SINGAPOREAN SENIORS**

Pikachu and friends have also joined the celebration in new birthday-themed Pokémon cable car cabins

SINGAPORE, 5 February 2024 - In conjunction with Singapore Cable Car's golden jubilee, Mount Faber Leisure Group (MFLG) extends its invitation to Singaporean seniors aged 60 and above to be part of the celebration to relive their cable car experience – at no charge – every Tuesday through February and March 2024. On top of a complimentary round-trip ride, Singaporean seniors will also receive a \$5 F&B voucher that can be used across all F&B establishments operated by MFLG.

Every Tuesday from February to March, Singaporean seniors aged 60 and above can present a valid ID at MFLG's ticketing counters to redeem:

- **free Tuesday rides** on Singapore Cable Car – Mount Faber Line (Round Trip)
- **a complimentary \$5 F&B voucher**
 - Valid for use with a minimum spend of \$10 at MFLG's restaurants, including the award-winning Arbora Hilltop Garden & Bistro, a family-friendly restaurant serving botanical-inspired dishes at Mount Faber Peak

On top of that, MFLG will be offering a **\$5 Mount Faber Line round-trip ticket** for up to 2 accompanying caregivers per Singaporean senior citizen on the same day. Caregivers will also receive a **complimentary \$5 F&B voucher** in return. For more information, please visit: <https://www.mountfaberleisure.com/promotions/free-cable-car-rides-seniors-promo/>

From 10th to 24th February, locals can also enjoy a special **50% discount on Cable Car Sky Pass (Round Trip)** purchased at MFLG's ticketing counters or [online store](#). This pass offers a round-trip ride on both the Mount Faber Line and Sentosa Line.

"Embracing our 50th anniversary milestone, we are thrilled to celebrate this momentous occasion with our seniors, who have been with us right from the start, to create beautiful new memories with the Singapore Cable Car all over again. This time, we are launching our birthday-themed Pokémon cabins, paying homage to the sense of exploration that the Singapore Cable Car has brought to all of us over the past five decades, but with a fresh experience. We hope this will bring not only wonderful memories but also a tinge of nostalgia, with new discoveries and adventures," said Mr Buhdy Bok, Managing Director, MFLG.

Birthday-themed Pokémon adventure in the sky

Following the roaring success of the first two instalments of the Pokémon experience at Singapore Cable Car, MFLG is set to launch its third and final phase, featuring an entire fleet of 67 cabins adorned with adorable birthday-themed Pokémon designs.



From now to 30th April 2024, cable car cabins along the Mount Faber Line will be adorned with endearing Pokémon dressed in party attire. Guests will be able to enjoy a scenic journey with these fun-loving Pokémon, including Bulbasaur, Charmander, Squirtle, as well as the admired Pikachu and Snorlax. Over at the Sentosa cable car station, guests can capture their celebratory moments at a massive Pokémon feature wall.

Icy treats to cool off the heat

Nothing beats an icy treat on a scorching summer day. Guests can win free ice cream by participating in a social media giveaway. To redeem the complimentary ice cream, guests can post a photo of themselves in the Pokémon cable car cabins on their personal Instagram or Facebook accounts with the hashtag #SGCableCar50 and tag @MountFaberLeisure. Guests can then redeem the ice cream by heading over to 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, serving more than 60 million visitors over the decades as the most scenic way to travel between Mount Faber Peak and Sentosa. In 2024, a year-long celebration will be rolled out to commemorate 50 years of delightful experiences on the Singapore Cable Car – Mount Faber Line while allowing visitors to create countless more unforgettable memories.

For more information on the Singapore Cable Car's 50th anniversary celebrations, please visit 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, Sentosa Shop, and Faber Licence. 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 Sentosa 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 for more information.

What's Pokémon?

Pokémon are fascinating creatures harbouring 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.



For media enquiries, please contact:

PRecious Communications

Jacqueline Chan

Senior Manager, Client Services

mflg@preciouscomms.com

HP: (65) 9879 6633

Mount Faber Leisure Group

Communications Team

communications@mflg.com.sg

