

PRESS RELEASE
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CELEBRATE 50 YEARS OF SINGAPORE CABLE CAR AND HELLO KITTY WITH A GARDEN PARTY IN THE SKIES!

This second and final collaboration transforms cable car cabins into sky-high garden party-themed experiences, celebrating Hello Kitty's birthday on 1 November

SINGAPORE, 28 OCTOBER 2024 – A vibrant garden party celebration awaits as the Singapore Cable Car and Hello Kitty join hands for their joint 50th celebration – the second and final installation. From 1 November to 31 December 2024, visitors to the hilltop destination will be treated to a captivating experience as they ride in enchanting **Hello Kitty garden party-themed cable car cabins** along the Mount Faber Line, adding a delightful touch to their journey.

Inspired by the lush greenery of Mount Faber Peak, the Singapore Cable Car cabins will be transformed into charming garden-themed spaces. **Available in five unique designs**, each cabin celebrates the joyful spirit of Hello Kitty, from colourful flowers, butterflies and candies to playful pinwheels and bunting. Hello Kitty and her family—Dear Daniel, Mimmy, and their parents—join in the fun, adding a special touch to this unique family-friendly experience in the sky, the only one of its kind in Southeast Asia.



Enjoy a picturesque journey in these cheerful and eye-catching Hello Kitty cable car cabins

Mr Buhdy Bok, Managing Director, Mount Faber Leisure Group (MFLG), shared, "We are thrilled to announce the second and final phase of our joint 50th anniversary celebration with Hello Kitty. This exciting collaboration not only highlights the enduring charm of the Singapore Cable Car but also coincides with Hello Kitty's birthday on 1 November, marking a grand finale for our Golden Jubilee. By showcasing the breathtaking vistas of Mount Faber Peak alongside Hello Kitty's delightful charm, we are committed to delivering unique experiences at one of Singapore's most iconic attractions, ensuring a memorable journey for all guests."



Snap a selfie with Hello Kitty

As guests arrive at the entrance of Mount Faber Peak, they will be greeted by a stunning, larger-than-life Hello Kitty sculpture dressed in a gold ensemble to commemorate the golden jubilee. Additionally, a new 2-metre-tall Hello Kitty figure, dressed in her signature red bow and blue overalls, stands at the boarding deck alongside the first and third generation vintage cable car cabins. These cabins feature Hello Kitty and Dear Daniel, adding a nostalgic touch to the celebration.

Tickets for the Singapore Cable Car are available at counters and through MFLG's [website](https://www.mountfaberleisure.com) at the regular price of S\$35 for adults and S\$25 for children aged 4 to 12, covering a round-trip journey on both the Mount Faber Line and Sentosa Line. Guests can experience all five unique



Hello Kitty garden party-themed cabin designs with a S\$10 upgrade for unlimited rides valid for one day. Children aged 3 and below enjoy complimentary rides.

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. It has served over 60 million visitors over the decades with its breathtaking views between Mount Faber Peak and Sentosa. Marking 50 years of enjoyable experiences, MFLG kicked off a series of jubilant celebrations in 2023, culminating in 2024. Visitors can look forward to an exciting lineup of events at Mount Faber Peak throughout the year.

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 | #SGCableCarHelloKitty50th

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 Peak, Arbora @ Mount Faber Peak, Arbora Café @ Mount Faber Peak, Dusk @ Mount Faber Peak, The Mirabilis Bar @ Mount Faber Peak, Cable Car Gift Shop and Faber Licence. The company also operates the Central Beach Bazaar in Sentosa that includes Sentosa SkyJet, Sentosa Musical Fountain, International Food Street, Wings of Time, Good Old Days, and Sentosa Shop.

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.

About Sanrio

Sanrio is the global lifestyle brand best known for Hello Kitty who was created in 1974, and home to many other beloved character brands such as My Melody, Kuromi, LittleTwinStars, Cinnamoroll, Pompompurin, gudetama, Aggretsuko, Chococat, Bad Bantz-Maruru and Kerokerokeroppi. Sanrio was founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio's business extends into the entertainment industry with several content series, gaming offerings and theme parks. Sanrio boasts an extensive product lineup which is available in over 130 countries. Sanrio hopes to bring smiles to everyone's faces with their vision of "One World, Connecting Smiles". To learn more about Sanrio, please follow @sanriosingapore on Instagram and @SanrioSG on Facebook.

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