

PRESS RELEASE
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SINGAPORE CABLE CAR x HELLO KITTY THROWS EXCLUSIVE 50TH BIRTHDAY CELEBRATION WITH A VIEW!

Marking sky-high milestones together, Singapore Cable Car and Hello Kitty are introducing the only joint 50th Anniversary cable car experience in Southeast Asia, taking families on an unforgettable ride on the Mount Faber Line

SINGAPORE, 28 May 2024 – Get ready for a June Holiday adventure! Join the Singapore Cable Car's joint birthday bash with Hello Kitty – a unique cable car experience found nowhere else in Southeast Asia. From 1 June to 31 December 2024, visitors can ride in birthday-themed Hello Kitty cable car cabins along the Mount Faber Line from Mount Faber Peak to Sentosa. Dressed in vibrant designs with hearts and cakes, the cabins feature Hello Kitty, her companion Dear Daniel, her sister Mimmy, along with their parents. As the only brand in Southeast Asia commemorating its 50th anniversary alongside Hello Kitty, the Singapore Cable Car offers visitors a truly exclusive experience - capturing unforgettable moments at special photo spots at Mount Faber Peak, promising fun and excitement in every snap.



Embark on a delightful journey in these adorable and colourful cable car cabins

Mr Buhdy Bok, Managing Director, Mount Faber Leisure Group (MFLG), shared, "As we continue the next phase of the Singapore Cable Car's Golden Jubilee celebrations, we are delighted to introduce Hello Kitty-themed cabins. This exclusive collaboration celebrates the enduring charm of both Singapore Cable Car and Hello Kitty, evoking nostalgia and bringing new joy to guests who have fond memories of these two iconic brands. As the only one in Southeast Asia to offer this joint birthday experience, we look forward to creating unforgettable memories for guests of all ages as they soar above the city."



An exclusive 2-metre-tall 50th Anniversary Hello Kitty sculpture awaits at Mount Faber Peak

In addition to the fleet of specially designed Hello Kitty-themed cable car cabins, visitors arriving at Mount Faber Peak will also be captivated by the exclusive 2-metre-tall, larger-than-life Hello Kitty sculpture, welcoming them as they embark on their cable car journey. Dressed in a striking gold ensemble to mark the Golden Jubilee celebration, this one-of-a-kind Hello

Kitty sculpture is part of a series of exclusive photo spots along Mount Faber Peak, enhancing the joint 50th celebration experience.



Capture precious moments with loved ones atop Mount Faber Peak's picturesque hilltop by posing alongside the vintage cable car cabins adorned with beloved Hello Kitty and her family

As visitors make their way up to the boarding deck, the next photo spot awaits them – vintage cable car cabins from the first and third generation, each dressed in adorable Hello Kitty designs as part of the Singapore Cable Car and Hello Kitty joint 50th celebration.

Tickets for the Singapore Cable Car are available at counters and through MFLG's [website](#) 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. Visitors can enjoy all five unique Hello Kitty Cable Car experiences 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. Throughout the rest of the year, visitors visiting Mount Faber Peak can anticipate an exciting lineup of activities, all part of this special milestone celebration.

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, 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 Food Court, 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 Badtz-Maru 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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