



ANNEX A

EXPERIENCES & EVENTS

Merlion Park, 15 Sep to 2 Oct

From 15 September till 29 September, the Merlion Statue located at the Merlion Park at One Fullerton will be lit up from 6pm daily to commemorate the Merlion's 50th Anniversary. The statue will continue be lit for the Formula 1 Singapore Airlines Singapore Grand Prix 2022 from 30 Sept to 2 Oct.



*Artist's impression
Image by Singapore Tourism Board

Merli-Go-Round x Merlion 50th edition, now till 30 Sep

The new edition of Merli-Go-Round x Merlion 50th edition will run from now till 30 September this year.

Follow Merli on an adventure to meet all six official Merlions in Singapore! Check-in at each location via the Visit Singapore Travel Guide app, and redeem a limited edition Merli Wrist Rest Plushie (while stocks lasts). Along the way, visit attractions such as the Singapore Cable Car at Mount Faber, or go for a nature walk at Lower Pierce Reservoir near the pair of Merlions at Ang Mo Kio Ave 1.

You can participate by downloading the Visit Singapore Travel Guide app, sign up for a Visit Singapore account, and follow the Merli-Go-Round x Merlion 50 guide to visit all 6 Merlions in Singapore. At each location, check-in via the app to complete the quests.

National Gallery Singapore, 28 July 2022 to 5 Feb 2023

Refer to National Gallery Singapore's release [here](#)

Prudential Singapore's "Challenge Your Pulse", 9-22 September 2022

Celebrate the Merlion's birthday with a Merlion Hunt, where participants will be tasked to locate the various official Merlion statues in Singapore, as part of a series of fitness challenges.

To participate, download and register with the *Pulse by Prudential* app.



RedMan Baking Studio by Phoon Huat

RedMan Baking Studio will offer an exclusive Merli Royal Icing Cookies Class, a hands-on beginner workshop where participants will learn various decorating techniques such as outlining and flooding. Visit this [link](#) to sign up now, subject to availability.



Image by Redman Baking Studio

The Fullerton Hotel, 1-30 Sep

Refer to *The Fullerton Hotel's* release [here](#)

FOOD & DRINKS

Marina Bay Sands, 1 Aug to 2 Oct

Refer to *MBS'* release [here](#)

STB Japan's Dorayaki for Merlion 50

STB Japan has created an original Dorayaki (Japanese red bean jam-filled pancake) featuring the Merlion 50 logo, Merli, as well as the "Passion Made Possible" logo, to be given away to local partners.



Image by Singapore Tourism Board

RETAIL

Boldr

To commemorate 50 years of the Merlion, BOLDR Supply Co. is releasing a special edition field watch. The watch embodies the Merlion's bold spirit, and is the first in the new BOLDR Safari collection, encased in 40mm stainless steel with 100m water resistance and a Japanese automatic movement. The BOLDR Safari Merlion 50 will be available for purchase on www.boldrsupply.co this October.



*Subject to final changes
Image by Bolr

doob Bean Bags

The totesta' – a double-layered carry bag, featuring upcycled fabric left over from crafting bean bags – features Merli and comes in several hues inspired by local delicacies, such as "laksa", and "chendol". Handcrafted in Singapore, from bean bag fabric that is both machine-washable, and more comfortable than canvas material.



MEDIA RELEASE



**Passion
Made
Possible**



To purchase the the totesta', visit mrphy.sg [here](#).

Image by doob Bean Bags

Edupod

Edupod's latest series of furniture and learning resources showcases product designs that are uniquely Singaporean, and celebrate the 50th Anniversary of the Merlion, such as a high-chair featuring Merli.

FB: @Edupodsg
IG: @edupodsg



Image by Edupod

Fossa Chocolate

These customisable chocolate favours featuring Merli make great gifts, with playful and spirited designs emulating Merli's energetic and outgoing personality.

Website: www.fossachocolate.com.



Image by Fossa Chocolate

Let's Go! Singapore Edition

Let's Go is a fast-paced, family-friendly board game, featuring Merli and Singapore's landmarks. It is designed for children ages 4 and up and builds simple arithmetic and problem-solving skills – while bonding and having fun.

For more information, visit www.merliongs.com.



Image by Mer-Lion Games Studio

Lilo

Lilo is an award-winning local brand manufacturing 100% pure food powders. To commemorate the Merlion's 50th birthday, Lilo has come up with sling bags featuring Merli, which will be distributed as a complimentary gift with every purchase of Lilo products.

Website: www.lilo.com.sg.



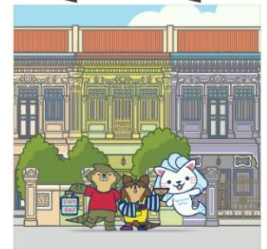


* Subject to final changes
Image by Lilo

Marky Polo in Singapore

For the first time, Merli will be featured in a children's storybook. Written by Emily Lim-Leh, award-winning top picture book writer in Singapore and illustrated by Nicholas Liem, illustrator of award-winning comics and architect by training, this storybook for 3-8 year-olds features Merli and Marky Polo bringing cousin Merry Polo around Singapore for the first time for a holiday packed with non-stop fun and merry-making. The storybook will also include an augmented-reality experience that allows children to be immersed in different locations around Singapore.

For more information, visit www.worldscientificedu.com.



Illustrations from Marky Polo in Singapore by Emily Lim-Leh and Nicholas Liem

Oeteo

Home grown baby apparel brand Oeteo will feature Merli in a limited-edition collection across its signature products, such as the no zips and snaps Easyeo romper, and Blanqueo – its 2-in-1 blanket and pillow combo.

For more information, visit www.oeteo.co.



Image by Oeteo

Prima Taste

Prima Taste, a homegrown brand, celebrates Merlion's 50th birthday with the loveable Merli enjoying a shiok bowl of the all-time favourite no.1 Laksa.

Prima Taste's gourmet products are widely distributed to more than 40 global markets and continues to bring the taste of Singapore through iconic local dishes which are authentic and easy to prepare.

The Merli tote bag will be available at Prima Taste online store at <https://www.primataste.com/shop-online/> and other online websites like RedMart and Pandamart.



Image by Prima Taste



Scent by SIX

2065 UJONG is an exclusive product featuring the Merlion 50 logo by Scent by SIX. The product opens at the top with lemon peel, mandarin peel and bergamot scent and gradually trickles down to a mid-layer of orchids and lavender, before settling with a solid foundation of rosewood and musk.

IG: @scentbysix

FB: <https://www.facebook.com/scentbysix/>



Image by Scent by SIX

SingPost Singapore Mascots Series Stamps

SingPost has launched a set of stamps featuring a second set of five of Singapore's favourite mascots: Merli, POSB's Smiley the squirrel, Public Utilities Board's Water Sally, Singapore Red Cross' Blood Buddy "BB" and national productivity mascot Teamy the Bee.

For more information, visit shop.singpost.com.



Images by SingPost

SOCIAL ACTIVITIES

Photo Essay on Merlion for Singapore Heritage Festival

To celebrate 50 years of Merlion, a photo essay on the national icon is featured as part of the Singapore Heritage Festival this year. Titled "[Celebrating 50 Years of the Merlion: Stories Behind the National Icon](#)", readers will be able to learn more about the national emblem for tourism as well as the lesser-known stories behind the beloved icon.

MEDIA RELEASE



**Passion
Made
Possible**

