



Media Advisory

Unveiling Mount Faber's New Brand Concept – Faber Peak Singapore

Singapore's Only 'Mountain-Escape' All Set to Create More Happy Moments!

(6 May 2014, Singapore) – Today marks the unveiling of the new Faber Peak Singapore. Transiting from the premium Jewel Box brand, Faber Peak Singapore will sport a casual, vibrant and more inclusive brand personality, inspired by the countless happy moments local residents and overseas travellers have experienced at the top of Mount Faber and onboard Singapore Cable Car over the last forty years.

The unveiling of the new brand concept will also mark the start of exciting changes at the buzzing peak of the hill, 100 metres above the sea – that will see a vibrant cluster of experiences including cable car *joyrides*, dining, shopping and playful programming served up by a happy team of service ambassadors striving to create 'moments of happiness' for all its guests.

In celebrating a milestone year and the 40th Anniversary of Singapore Cable Car, a line-up of festivities will be rolled out to connect leisure seekers with Faber Peak Singapore's offerings. A 3-month promotion for local residents to enjoy 40 percent off cable car tickets also recently concluded.

Next up, a ten-month thematic cable car campaign where everyone can 'fly' with the DC Super Heroes onboard Singapore Cable Car will launch on 31 May 2014. In addition to 'Super Hero' themed cabins, meet-and-greet sessions with the characters, an interactive video experience and activities for the young, digital solutions like Augmented Reality (AR) will be harnessed to bring the action to life and create immersive experiences.

While enjoying the attraction and activities at Faber Peak Singapore, local residents and overseas travellers will also get to indulge in a new casual dining spot, Spuds & Aprons. Featuring comfort food and fun-loving crew, this restaurant-with-a-view offers a stunning vista of relaxing greenery, a running cable car line and the Harbour.

And to steadily strengthen the Faber Peak Singapore brand, more key changes will be rolled out in the coming months. These include regular thematic activities and events, as well as rejuvenation for Faber Peak's home-base in Mount Faber Park, and the creation of seamless leisure experiences with Sentosa Island.

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About Faber Peak Singapore

Away from the hustle and bustle of the city, Faber Peak Singapore (formerly The Jewel Box) features a vibrant cluster of dining and entertainment, cable car *joyrides* and leisure experiences enjoyed by local residents and international travellers at the peak of Mount Faber. Located 100 metres above the sea, this buzzing peak invites guests to get **HIGH ON HAPPINESS** as they take in the relaxing views of the Sentosa-HarbourFront skyline, green vistas and the running cable car line from the top of Singapore's only 'mountain-escape'.

Passionate service ambassadors complete the experiential value-chain at Faber Peak Singapore through their love for curating and creating 'moments of happiness' for all its guests. For more information of this unique 'mountain-escape', please visit www.faberpeaksingapore.com

About Mount Faber Leisure Group

Established in 1974, Mount Faber Leisure Group operates the Singapore Cable Car, which spans Mount Faber Park, the HarbourFront cruise bay and the island resort of Sentosa. Its key businesses encompass attraction management, guided tours for Sentosa attractions, coach services, lifestyle merchandise as well as F&B dining on the hill at Mount Faber. Mount Faber Leisure Group strives to create happy experiences for all its guests with friendly and thoughtful service from its passionate team of ambassadors. For more information, please visit www.mountfaber.com.sg