



Media Release

Sentosa kicks off SG50 Celebrations with Free Walk- and Drive-in Island Admission

- *Attractive year-long promotions and packages for all in the family*
- *Celebrations include a birthday bash for Singaporeans turning 50*

13 March 2015 – Going to Sentosa will be more fun and accessible this SG50 year. **Entry via the Sentosa Boardwalk is now free all day every day**, while those who **drive or take a taxi into the island will enjoy free admission after 5pm on week days (excluding Public Holidays) from Monday 16 March to 31 December 2015.**

A host of **Sentosa SG50 and After 5 promotional offers** will also be available for guests to enjoy a fun time out on Sentosa to celebrate the nation's Golden Jubilee throughout the day and in the evenings. From dining treats to attraction visits, hotel stays to spa experiences, Sentosa will have something special for all Singaporeans to enjoy.

Mike Barclay, CEO of Sentosa Development Corporation (SDC) shared, "Sentosa is an iconic destination and we have been welcoming Singaporeans to visit this jewel of an island for well over 40 years. Many of us hold special memories of time spent on Sentosa as children and adults, and with family and friends. In this SG50 year, we encourage everyone to re-connect with Sentosa and enjoy our beautiful beaches and public spaces, our free programming and the many experiences we offer across the island.

"To help encourage you to visit Sentosa in this Jubilee year, we are making entry into Sentosa free-of-charge for guests walking on the Sentosa Boardwalk and driving in on weekday evenings. We will support this initiative with an array of special privileges and promotions throughout the year."

Sentosa SG50 and After 5 promotions

SDC has rallied its partners on the island to come together to offer a fun and enjoyable programme for Singaporeans. These include a mix of free activities and special packages for the whole family, as well as new experiences such as the soon to be launched cable car line on Sentosa.

There are attractive discounts on attractions for families and seniors, one-for-one deals on dining and even free Champagne to celebrate your birthday. Singaporeans can also enjoy a getaway without going away with a hotel stay and pampering session at the spa.

Sentosa's SG50 celebrations are grouped under the three main celebration pillars, which promise to make the country's *State of Fun* more accessible, affordable, and fun for Singaporeans this Golden Jubilee:

Making fun more accessible	Making fun more affordable	Engaging with fun activities
<ul style="list-style-type: none"> • Free entry via the Sentosa Boardwalk daily from 1 March to 31 December 2015 • Free drive-in for passenger cars and taxis after 5pm on weekdays from 16 March to 31 December 2015 (excluding public holidays) • Launch of new Sky Network in May to enhance intra-island connectivity • Free admission to Sentosa Merlion, Wings of Time and Fort Siloso for members of the Disabled People's Association Singapore 	<ul style="list-style-type: none"> • SG50 packages and promotions • After 5pm promotions for attractions, dining, hotels and spa 	<ul style="list-style-type: none"> • 13 March – I AM 50 and Fabulous Bash • 14 March to 5 April – The Great Egg-Venture, Singapore's biggest Easter fiesta at the Sentosa-HarbourFront Precinct • 28 March to September – Maritime Heritage Centre at Sentosa Boardwalk • May – Opening of the Cable Car line on Sentosa • 30 May to 28 June – Storytelling Comes Alive! • Jun to Aug – Sentosa SG50 sand sculptures display and Sentosa Beach Carnival

The celebration of SG50 at the State of Fun got off to a **fabulous** start on Friday 13 March, with a mass birthday bash on Sentosa for Singaporeans turning 50 and their family and friends. The celebrants hosted by Sentosa at the **I AM 50** celebration, were specially selected following a nomination campaign that took place over four weeks.

These birthday celebrants, who come from all walks of life, were mostly nominated by friends and family members who felt that they deserve to celebrate this milestone and wonderful occasion on Sentosa. The evening of fun, food and entertainment was hosted by popular local personality, Gurmit Singh, who also turns 50 this year.

Throughout the next few months leading up to the National Day weekend in August, Singaporeans can expect to enjoy more special treats on Sentosa, including an SG50 sand sculptures display and special beach carnival and complimentary entries to selected attractions. More details will be released and members of the public can find the information on the **Sentosa website and Sentosa SG50 webpage – www.sentosa.com/sg50**. *Please refer to the Sentosa SG50 celebration Fact Sheet for more details.*