

Media Advisory

Singapore's Sentosa island launches virtual island getaway on Animal Crossing

First Animal Crossing: New Horizons island created by a Singapore brand, for everyone staying home

Singapore, 8 May 2020 – As everyone stays home in the fight against COVID-19, Sentosa Development Corporation (SDC) has launched a virtual **Sentosa on Animal Crossing: New Horizons**, a digital reimagination of Singapore's very own Sentosa island in the popular Nintendo Switch game.

The launch also marks the first Animal Crossing: New Horizons island getaway to be developed by a Singapore brand.

Released in March 2020, Animal Crossing: New Horizons has quickly gained a following globally with players escaping to their own virtual paradise while at home, transforming "uninhabited islands" into perfect getaways that their families and friends can also "visit".

Located at the southern tip of Singapore and minutes from the city, Sentosa is known to many as The State of Fun, offering a diverse array of unique leisure experiences, all on one island. The virtual Sentosa on Animal Crossing thus unlocks further possibilities by leveraging on Sentosa's iconic attractions and offerings to bring its island charm into players' homes. Players visiting Sentosa on Animal Crossing will be able to explore a recreation of Sentosa – from beach bars to nature trails and even a spot for some yoga by the beach.

Part of a series of free online leisure offerings, the virtual Sentosa on Animal Crossing is an illustration of SDC's continuous efforts to explore innovative and novel solutions that deepen engagement with guests. Among other unique offerings launched recently for a Sentosa Stayhomecation:

- [Sentosa Beats Party](#), a series of curated beats by DJs who have graced the decks of Rumours Beach Club and Tanjong Beach Club, to bring the beach club experience to guests at home.
- [Sunset Therapy](#), a daily dose of golden-hour-calm hosted on Sentosa's Instagram page.
- Guests who are looking to liven up their video conferencing parties can tune in to the [Sentosa Cocktail Club](#), a tutorial series on Sentosa's Instagram page featuring expert tips on how to recreate some of the cocktails offered on Sentosa.
- Virtual Yoga by the Beach, hosted on [Sentosa's Facebook page](#) every Saturday at 4pm until 30 May.
- Keep up to date as we roll out more ways to indulge in a Sentosa *Stayhomecation* on the [Sentosa website!](#)

"Through our virtual offerings, we would like to encourage everyone to make time for an "island getaway" during these challenging times, as a break is important for one's mental wellbeing", said Lynette Ang, Chief Marketing Officer, Sentosa Development Corporation. "In addition, while exploring these leisure experiences, guests can also be inspired with ideas for future outings to Sentosa. We are planning to offer more novel leisure options for our guests and very much look



forward to welcoming everyone back to The State of Fun again soon. Meanwhile, until we see you again, do stay home and stay safe.

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About Sentosa

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, and operation of the various leisure offerings and management of the residential precinct on the island.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive oceanfront and residential enclave bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The New Tanjong. Sentosa Golf Club hosts the SMBC Singapore Open and the HSBC Women's World Championship, featuring some of the world's best golf professionals.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit: www.sentosa.com.sg

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