



50 and still fabulous: the Merlion celebrates its golden jubilee

Both locals and visitors are invited to enjoy over 20 experiences and products that mark the 50th birthday of Singapore's beloved tourism icon

Singapore, 2 Aug 2022 – Singapore's Merlion, located at Merlion Park, will turn 50 on 15 September this year. Having maintained its good looks and popularity over the years, it will now be treated to a month-long party that includes food, drinks, shopping and a line-up of activities that pay tribute to its longevity.

The original Merlion statue was inaugurated at the mouth of the Singapore River in 1972 and has remained one of the country's top five free-access attractions¹. As Singapore welcomes back more visitors, the celebrations aim to raise awareness of our reimagined offerings, while highlighting the important role that tourism continues to play in Singapore's growth.

Mr Keith Tan, Chief Executive, Singapore Tourism Board said, "The Merlion is an enduring symbol of Singapore that is recognised around the world. It is also synonymous with tourism, which has helped to make Singapore a vibrant city and a home that Singaporeans can be proud of. After a difficult two years for our industry, it is timely for us to commemorate the Merlion's golden jubilee and invite both locals and visitors to join in the celebrations."

Experiences and events

For the perfect selfie with the birthday boy, **the Merlion Statue at the Merlion Park near One Fullerton will be lit up** from 15 September till 29 September, from 6 pm to 12 midnight each day. The statue will continue to be lit throughout the Formula 1 Singapore Airlines Singapore Grand Prix 2022 from 30 Sept to 2 Oct. Merlion "hunters" can also explore the island to discover all six official Merlions through the "**Merli-Go-Round x Merlion 50th edition**" game on the Singapore Travel Guide app or find them through the **Prudential Merlion 50 Hunt Challenge**. For art aficionados, the Merlion can be found at National Gallery Singapore's latest exhibition "**Nothing is Forever: Rethinking Sculpture in Singapore**", while baking enthusiasts can sign up for **RedMan Baking Studio's Merli Royal Icing Cookies Class**.

The Fullerton Hotel, located near Merlion Park, will join in the jubilee celebrations by lighting up its façade in warm, golden hues during the month of September. As part of the "Merlion's Golden Jubilee Experience" from 9-10 September, the hotel will also launch a family weekend stay paired with afternoon tea in a bumboat, offering photo opportunities including one in front of the Merlion Park. On 15 September, the hotel's employees, guests and visitors will be invited to join in a cake-cutting ceremony.

¹ Prior to COVID-19, the Merlion Park was one of the top five free-access attractions and site among visitors in Singapore.



Food and drinks

The Merlion may be 50, but it still enjoys a good drink. From 1 August to 2 October, Marina Bay Sands will launch limited edition beverages that draw inspiration from the Merlion's adventurous spirit, combining locally distilled spirits and homegrown botanicals. Highlights include **db Bistro's Champagne Sling**, **KOMA's Pandan Dream** and **Spago's Purple Lion**. From 1 to 30 September, guests can also indulge in **Black Tap's whimsical Merli's Golden Jubilee**, a strawberry ripple CrazyShake® topped with vanilla frosted rim, rainbow marshmallow twists, blue and white cotton candy, vanilla red bean taiyaki, and icing cookies. Further from home, **STB's Japan office** is leveraging the Merlion's popularity in Japan to create an original Dorayaki (Japanese red bean jam-filled pancake) for its partners, featuring the Merlion 50 logo and Merli².

Retail

Fans of the Merlion can also mark its jubilee with exclusive merchandise from local brands. **Boldr, doob Bean Bags, Edupod, Fossa Chocolate, Lilo, Mer-Lion Games Studio, Oeteo, Prima Taste** and **Scent by SIX** have come together to offer limited edition products featuring Merlion 50 or Merli. Bringing Singapore's destination brand "Passion Made Possible" to life, these products will be sold via the brands' distribution channels, and some will also retail at Design Orchard from 1 Sep–4 Oct 2022. The product range includes children's apparel and clothing, children's furniture, games and learning tools, as well as customised chocolates.

More activities will be launched in the coming weeks, including a chance for locals and visitors to share their personal stories and memories of the Merlion to win exclusive Merli merchandise using the hashtag #Merlion50. Details will be available soon on STB's [Facebook](#) and [Instagram pages](#).

For the full list of activities and products as part of the Merlion's 50th birthday celebrations, please refer to **Annex A**.

For high-res images, please click [here](#) to download.

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²Merli, a heart-warming and whimsical illustration of the Republic's mythical national icon. Merli, short for Merlion, is a character created by STB in 2018 to appeal to families with young children, one of STB's key target consumer segments.

MEDIA RELEASE



**Passion
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For media queries, please contact:

Sarima Jasmin
Senior Manager, Communications
Singapore Tourism Board
Email: sarima_jasmin@stb.gov.sg

Or call the STB Media Hotline at +65 9011 2071

About the Merlion

The Merlion is a mythical creature with the head of lion and the body of a fish, that was first created in 1964 as the corporate logo for the Singapore Tourist Promotion Board (STPB). The first Merlion statue was constructed in 1972 by local sculptor Lim Nang Seng and was officiated on 15 September 1972 by then Prime Minister Lee Kuan Yew at the mouth of the Singapore River. Since its installation, the Merlion has been Singapore's national emblem for tourism – a cherished icon synonymous with our humble beginnings and journey as a nation. As we welcome the world to Singapore again, the Merlion is a reminder of our rich cultural heritage and our resilience. The Merlion's 50th birthday celebrates not just its longevity, but how we are reimagining our city as a vibrant destination and a home that Singaporeans can be proud of.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit www.stb.gov.sg or www.visitsingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg).



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
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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.merlionsg.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.