

# Press Release



## Marina Bay Sands brings Disney magic to visitors with exclusive *Mickey Loves Singapore* collection

*The campaign will feature special Singapore-centric premiums*



*Bespoke design of Disney's Mickey & Friends featuring Marina Bay Sands*

**SINGAPORE** (19 August 2021) – Marina Bay Sands continues to celebrate Singapore's rich multi-cultural history and its 56<sup>th</sup> birthday, with a string of activities and offerings in the month of August and beyond.

From a team-up with The Walt Disney Company Southeast Asia for special premiums, alongside other activities such as building light-ups and *Gourmet Takeaway* offerings paying homage to the nation's culinary fare, Marina Bay Sands will enhance the visitor experience to the integrated resort.

### **Disney's Mickey Loves Singapore campaign**

From 20 August, Marina Bay Sands' rewards programme, ***Sands Rewards Lifestyle (SRL)***, will be part of ***Mickey Loves Singapore***, a campaign which sees Mickey & Friends, together with Chip 'n Dale, exploring the sunny island city and uncovering its rich historical, cultural and architectural gems. *Mickey Loves Singapore* celebrates everything that makes Singapore *shio*k:

# Press Release



unique local delicacies, nostalgic old school playgrounds, colourful heritage shophouses, and more.

The campaign will allow visitors to get their hands on over 50 types of Disney-branded premiums that are exclusive to Marina Bay Sands. These range from tote bags and t-shirts to leather backpacks and pouches, and are available from 20 August 2021 through the integrated resort's loyalty programme, **Sands Rewards Lifestyle (SRL)**.



*More than 50 types of Disney-branded premiums will be available exclusively through SRL at Marina Bay Sands*

Crafted with intent, the unique illustrations on each Disney-branded premium pay homage to the Singapore story and integrate the nation's iconic landmark – Marina Bay Sands.

Regarded as one of the best rewards programmes in Singapore, *SRL* will allow members to redeem the **Mickey Loves Singapore** premiums<sup>1</sup> with a minimum spend at The Shoppes at Marina Bay Sands, or as a new member welcome gift. More details can be found on our [website](#).

Fans of [Marina Bay Sands' Facebook page](#) will also have the opportunity to win the entire collection of Marina Bay Sands' limited edition **Mickey Loves Singapore** premiums by participating in a series of fun and engaging quizzes via Facebook Messenger. The giveaway will run for three weeks in September and 10 lucky winners will walk away with an exclusive gift bag consisting of backpacks, tote bags, coin pouches, t-shirts and more.

Marina Bay Sands will further enrich the visitor experience with a life-sized Mickey Mouse figurine from 20 August 2021. Located at The Shoppes, near TWG tea (B1-122/125), the 1.5-

<sup>1</sup> Premiums will be available while stocks last

# Press Release



metre-tall Mickey Mouse figurine will be accompanied by a 3D architectural backdrop, providing the perfect photo moment for families and Disney fans alike<sup>2</sup>.

Nine signature and celebrity restaurants at Marina Bay Sands have also joined in the celebrations with specially curated menus as part of the **Gourmet Takeaway Bundle**. From 9 September, guests can indulge in a spread of gastronomic delights, and receive a **Mickey Loves Singapore** tote bag<sup>3</sup> and up to S\$40 in dining vouchers with a minimum spend of \$150. The Gourmet Takeaway options range from classic Western and Asian fare to unique delicacies. A luxurious feast awaits guests with each bundle, bringing to the table a selection of light and delicate appetisers, rich and savoury main courses, as well as unique renditions of iconic desserts.

## **Other promotions and activities at Marina Bay Sands**

From 24 August to 31 December 2021, guests planning a staycation at Marina Bay Sands can also look forward to the **Sandsational Staycation Package**, a new offering priced from S\$379++ per night, which includes a complimentary room upgrade as well as a Sustainability and Art Guided Tour, which allows guests to discover the lesser known parts of the integrated resort.

The package also includes an additional selection of offerings that guests can opt for, including a luxurious Scent Creation Experience for one at Maison 21G, tickets to attractions within the integrated resort, S\$70 nett dining credits at participating restaurants, as well as breakfast for two adults and one child. For full details of the promotion and activities, visit our [website](#).

From now till 21 August, the iconic building will also light up for National Day, with a special projection on the underbelly of the Sands SkyPark, as well as the facade of the three hotel towers and ArtScience Museum. The light-up will run each night from 7.30pm to midnight.

Over at the Digital Light Canvas at The Shoppes, there will be a limited-time seasonal artwork 'teamLab Crystal Fireworks with Nature's Rhythm' from now to 22 August to commemorate the nation's 56<sup>th</sup> birthday.

###

---

<sup>2</sup> All members of public are required to adhere to safe distancing measures at The Shoppes

<sup>3</sup> Premiums will be available while stocks last

# Press Release



## **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure, and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre, and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).

## **For Media Enquiries**

Melissa Kok                      +65 9459 7819 / [melissa.kok@marinabaysands.com](mailto:melissa.kok@marinabaysands.com)

## **High-res images**

Download via this [link](#) (Credit: Marina Bay Sands)