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Enjoy Festive Cheers with the 'Winter' Gems of Singapore at The Jewel Box

FOR IMMEDIATE RELEASE Nov 6, 2008- Beginning November 6 Singapore's iconic hilltop destination will be transformed into a holiday wonderland as The Jewel Box launches The Jewel Christmas Musical Light Show and 'Snow' Show. In its fourth successful year, The Jewel Christmas Musical Light and 'Snow' Show presents another awe-inspiring light, music and 'snow' extravaganza that is a feast for all the senses. Complementing the popular holiday showcases are four winter inspired locations decorated in holiday splendor, no other place captures the wintry spirit than The Jewel Box.

'Winter Gems' at The Jewel Box

Admire one of the world's tallest artificial Christmas trees up close as it is turned into a 61-metre-high holiday beacon that will radiate from Mount Faber's viewpoint beginning November 6. Set to bring the festivities in an environment-friendly manner the tree is an inventive technological design wonder, made almost entirely of energy-saving LED lights using 120,000 lights and 180,000 metres of cable. Located at the Moonstone which will be adapted to the Magical Kingdom bask in this dazzling Christmas tree nightly from November 6 2008 to January 6, 2009.

An opus of a Christmas show one must not miss the sold-out **The Jewel Christmas Musical Light and 'Snow' Show**. The impressive visual and sound show brings to life the magic of Christmas. Using specially-designed lighting that is synchronized with music and a live talent performance this masterfully crafted showcase is culminated by the lighting up of the Christmas Tree.

Watch snow flakes dance in glittering swirls against the night sky during at the 'Snow' Show and be enthralled for a magnificent and breathtaking 15 minutes.(Please see Annex A for show times)

Four 'postcard perfect' areas add a grand Yuletide touch to The Jewel Box's holiday gaiety. Choose from **four thematic venues festooned in true Christmastide fashion**—Magical Kingdom, Jewel Castle, Ice-land and Winter Dreams.

Behold as the well-known alfresco bar Moonstone is turned into the stunning snow land of **Magical Kingdom**. Adorned in intricate designs and gem shapes to accent the magnificent tree the area will be bathed in gleaming blue and white lights and all will be coordinated to go with **The Jewel Christmas Musical Light Show and 'Snow' Show** in an incredible array. Fairy lights and pulsating sparklers set in the surrounding foliage add more to the holiday radiance.

The Jewel Castle is an area decked with the façade of a castle inspired by The Jewel Box's award-winning jewel box souvenir. Following a color scheme of green with walls of white and blue washes the perimeter of the enchanting fairytale venue is ornamented with acrylic shaped into precious stones and imbedded with tiny glowing filaments. A nook of stalls for fun fare, games and trinkets are hidden inside this winter bastion. One side of the walled area features a panel that depicts a castle garden built to give a 3D illusion of the scene. During the 'Snow' Show witness 'snow' trickle from the setting complemented by The Jewel Castle's elevated main tower's lit up turrets.

Take a walk along the wooden decks along the bejeweled arches of the **Ice-land**. Pick up a souvenir at the retail shop or enjoy an unparalleled view amidst a delightful light lined location. Watch spellbound, as one feel the sensation of being surrounded by 'snow' against a starry night sky.

Aptly called the **Winter Dreams**, The Jewel Box's pioneering 'green' structure which houses the two new restaurants Sapphire and Empress Jade is turned into a place perfect for a spell of wine and dine, fronted by an immaculate jewel laden tree guests can savour gourmet culinary creations and watch wispy 'snowflakes' flutter from their surrounding as they dine.

“We entered into its fourth successful run of this yearly festive event that both locals and tourists look forward to. We do have overseas clientele reserving this event even before coming to Singapore for the holiday season, we are glad to see such results and response from the other parts of the world. This year, the Christmas theme is sparkling jewels at The Jewel Box. With this yearly event, we hope to establish a holiday tradition for which Singapore can be known,” said Ms. Susan Teh CEO of Mount Faber Leisure Group.

Marvelous choices of special holiday season set menus, available in all of the novel F&B venues, provide visitors even more ways to further enjoy the season of Yule. Splendid shows, fabulous displays and superb decorations all make for a fantastic occasion at The Jewel Box. For the Christmas season The Jewel Box is the dream destination for couples, friends and families alike.

About The Jewel Box

The Jewel Box is located at 109, Mount Faber Road and is owned by Mount Faber Leisure Group. The overall architecture of the central building resembles a musical jewel box whose luminous lustre can be witnessed from afar. Inspired by the mechanism of a jewel box, the cable cars that traverse in and out of the unique façade at night are glittering cabins that serve as entry points to uncover and delight in the many gems that can be found in its confines. The Jewel Box offers novel experiences like sky dining and cable car rides as well as an unsurpassed view of the harbour and the city skyline. Strategically located just 10 minutes from the city, it also serves as the main gateway to Sentosa.

The iconic hilltop destination houses several F&B establishments including Black Opal a stylish and chic air-conditioned dining venue with glass walls offering a spectacular view of the surrounding nature and harbour; Moonstone, an open-air dining area where guests can relax and dine under the evening sky; Emerald Lodge which is located a short walk away from the main building and set amidst lush greenery and ideal for a cosy, casual meal. The recent expansion of new dining concept includes “Sapphire” and “Empress Jade”. Both venues with superb dining options offer international and contemporary Chinese cuisines and are housed in the new pioneering green architecture iconic building.

Since its inception in 2005 “The Jewel Box” has constantly improved its facilities and services. This has resulted in numerous awards and evidenced by being the 2nd most visited paid attraction in Singapore. This new iconic structure, a S\$10 million investment, is the next stage in our development to attract tourists and drive tourism receipts whilst adding to our green city reputation.

Mount Faber Leisure Group’s vision “a destination of its own” is to turn Mount Faber into a world renowned destination with highly a differentiated customer experience through uncompromising customer service quality. This is achieved through our constant creativity and innovation, enhancing the experience of our guests.

The Jewel Box: Awards and Accolades

- Awarded Top 1000 Performing Companies in Asia Pacific, 2006 by Dun & Bradstreet
- Awarded Top 10 Best Family Experiences, 2006 by Singapore Tourism Board (STB)
- Achieved Singapore's Second Most Visited Paid Attraction, 2006 by STB
- Achieved Best Reinvented Attraction Award, 2006 Association of Singapore Attractions
- Winner of Souvenir Awards, 2006 by International Association of Amusement Parks and Attractions (IAAPA)
- Awarded Distinguished Excellence Award for Marketing Excellence by IAAPA
- Awarded Best Toilet for the World Toilet Category by French International Website
- Voted as one of the Seven Wonders of Singapore, 2007 by The Straits Times

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ANNEX A SHOWTIMES

Jewel Christmas Light & Snow Show Timings

WINTER DREAMS - SNOW TIMES				
Sundays - Wednesdays	8pm	9pm	10pm	
Thursdays - Saturdays & Eve of PH	8pm	9pm	10pm	11pm

ICE-LAND - SNOW TIMES				
Sundays - Wednesdays	8pm	9pm	10pm	
Thursdays - Saturdays & Eve of PH	8pm	9pm	10pm	11pm

MAGICAL KINGDOM (Musical shows on Thursdays, Fridays & Saturdays only for month of November, everyday for month of December till 6th Jan 09)			
Meal Times	7pm - 8:45pm - Dinner/ Snack	9:15pm - 10:30pm - Snack	11pm - 1am - Snack
Snow & Show Times	8pm	9:30pm	11:15pm

JEWEL CASTLE - SNOW TIMES			
Sundays - Wednesdays	8:15pm	9:45pm	11:30pm
Thursdays - Saturdays & Eve of PH	8:15pm	9:45pm	11:30pm