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## **BE ROMANCED AT A HILLTOP PARADISE THIS VALENTINE'S AT THE JEWEL BOX**

### **FOR IMMEDIATE RELEASE**

**16 JANUARY 2009** – For those looking for the perfect location to spoil that special someone, **The Jewel Box**, Singapore's iconic hilltop destination, invites you to be romanced at a **hilltop paradise** this Valentine's.

Sweep her off her feet by whisking her away to the top of Mount Faber and celebrate your love for each other at The Jewel Box. Spend quality time strolling hand in hand in lazy afternoons, watch the sunset in romantic evenings or feast on gastronomical delights in a cable car 90 metres above sea level. The first of its kind, **Sky-Dining™** offers an extraordinary dining option and transforms an ordinary meal into a magical moment that will leave a lasting impression.

Sip **Sunset Rose** – our specially concocted cocktail for Valentine's Day - over quiet conversation and indulge in our **range of 4-8 course Romance menus** at any of our gem-inspired dining venues; Black Opal, Empress Jade, Sapphire, Emerald Lodge and Moonstone.

Steal a kiss under falling 'snowflakes' in The Jewel Box's **special 'snow' show** and seal the treasured memories with a photograph against the backdrop of **stunning views of the city and harbour**.

The Jewel Box Valentine's Day Romance menus include a **complimentary glass of champagne, a return cable car ride and admission to the 'snow' show**. Ladies will each be presented with a rose, courtesy of The Red Petals Florist.

**Romance menus** are available for dinner only on **14 February 2009**, while the specially concocted Valentine's Day cocktail, **Sunset Rose**, is available from **12 to 15 February 2009**.

For enquiries and advance reservations, please contact 6377 9688 or visit [www.mountfaber.com.sg](http://www.mountfaber.com.sg).

## **About The Jewel Box**

Nestled in the lush surrounds of tropical rainforest atop Mount Faber, and strategically located just 10 minutes from the city The Jewel Box is undeniably Singapore's iconic hilltop destination.

Owned by Mount Faber Leisure Group, The Jewel Box is the brainchild of CEO Ms Susan Teh who was instrumental in transforming Mount Faber from a cable car station to Singapore's second most visited paid tourist attraction and Singapore's iconic hilltop destination.

The recent unveiling of the new extension together with the changing of the names of The Jewel Box's other epicurean restaurants to gem-inspired monikers complete phase two of the re-conceptualization and finalizes the full integration of The Jewel Box branding, where excitement from the sparkling "Gems" are ready to be discovered within Singapore's iconic hilltop destination.

The Jewel Box also offers novel experiences like sky dining and cable car rides as well as an unsurpassed view of the harbour and the city skyline.

Since its inception in 2005, The Jewel Box has constantly upgraded its facilities and maintained top-notch service standard. Stunning views of the harbour and city skyline, memorable epicurean experiences, attentive service and an attention to detail make The Jewel Box the ideal venue for any occasion.

This has resulted in numerous accolades; evidenced by being recognised as the 2<sup>nd</sup> most visited paid attraction in Singapore. More recently, The Jewel Box has been accredited as a Singapore Service Star by Singapore Tourism Board.

## **About Mount Faber Leisure Group**

Established in 1974, Mount Faber Leisure Group is a leading player in the tourism and leisure industry. Its key businesses encompass attraction management, food and beverage, coach services, tours and retail, enabling its transformation from a cable car station to a world-class destination of its own.

Mount Faber Leisure Group constantly strives with a vision to turn Mount Faber into a world-renowned destination of a highly differentiated lifestyle experience with top-notch customer service quality.

## **The Jewel Box: Awards and Accolades**

- Accredited 'Singapore Service Star' in 2008 by Singapore Tourism Board
- 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

### **About The Red Petals Florist**

The Red Petals Florist is a provider of floral decorations for events such as weddings, dinner & dance, seminars and so on. We have been the contracted florist for some hotels in Singapore such as Swissotel Merchant Court, Pan Pacific Singapore, Amara Singapore, Amara Sanctuary Resort Sentosa & Grand Plaza Park Hotel in City Hall. We were also involved in the decoration for various major events such as IMF Cocktail Event, the Integrated Resort Ministers Meeting, Mediacorp Style Wedding shows and Maid of Honour show premier at GV Vivo City.

**For more information or high-res photographs, please contact any of the following:**

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