

For Immediate Release

Remembering fun childhood times with ‘Playgrounds’ stamp issue

Date of Issue: 09 March 2010



Complete set of Playgrounds stamp issue (Price: S\$5.31)



Pre-cancelled First Day Cover affixed with complete set of stamps (Price: S\$6.30)

Singapore, 9 March 2010 – Ask anyone in Singapore and they will be able to recall fond memories of fun times at the playground as a child. Playgrounds are important places for children to play in. Playing helps children to develop their social skills, physical coordination, strength and flexibility. All these become their lifelong skill sets that are carried forward into their adulthood.

Come 9 March, Singapore Post Limited (SingPost) will issue a set of six stamps entitled “Playgrounds”, featuring Singapore’s most popular playgrounds. These stamps vividly illustrate classic playgrounds in Singapore.

The West Coast Park (1st Local), parallel to West Coast Highway opposite the McDonalds, has a wide range of facilities available like cycling, bird watching, barbequing, fishing, camping, exercising etc. The Adventure Play Area where the playground is located is the most active zone of the West Coast Park, appealing to people of different age groups, from children to senior citizens.

The Toa Payoh Dragon Head Playground (50¢), located at the junction of Kim Keat Link and Toa Payoh Lorong 6, a short distance away from SAFRA Toa Payoh is an old playground with sands, a rare sight in today's Singapore.

The children's playground Sengkang Sculpture Park (65¢) in the Compassvale North Gate neighbourhood is a popular hangout for kids. In addition, the park has a unique collection of sculptures, centring on the theme of the marine life and fishing activities. It is designed to promote greater appreciation for the sculptures and spaces created among the park users, both young and old.

The spacious open-air Vivo City Playground (80¢) with its unique equipment and water feature is a fountain of fun for the kids and a highlight of the Vivo City.

The Children's Playground in the charming and tranquil Pasir Ris Park (S\$1.10) is a popular attraction among both young and old with its giant space-nets, cableways and innovative play stations.

Opened in 2001, the Hindhede Nature Park (S\$2.00) next to the Bukit Timah Nature Reserve has several adventurous play areas for those who enjoy physical challenges and those who are young-at-heart. Close to nature, it also provides easy trails for families with young children and the elderly.

Also available on sale are Pre-cancelled First Day Cover affixed with the complete set of stamps (S\$6.30) and Presentation Pack (S\$7.25).

All the stamp products of this issue will be on sale from 9 March 2010 at all post offices and the Singapore Philatelic Museum. Orders can also be made at SingPost's online shopping portal, vPOST at <http://shop.vpost.com.sg>.

Information and enquiries

For more information on this new stamp issue, please contact 1605 or visit <http://www.singpost.com> or email us at sinstamp@singpost.com.

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About Singapore Post Limited

(Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, offers reliable and high quality domestic and international postal services as well as end-to-end mail solutions including data printing, letter-shopping, delivery and mailroom management. It is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. SingPost has earned the honour of being the only postal company to have won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its *Speedpost* Worldwide service for eight consecutive years since 2001. As the owner of one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAM) and *vPOST*, its internet portal, SingPost provides convenience to its customers for a wide range of products and services, including agency, postal and financial services. SingPost's regional footprint spans 10 countries/territories in Asia Pacific where it offers cross-border mail services.

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or visit us at [www.singpost.com](http://www.singpost.com)**

**ANNEX 1****Items on Sale****Price**

|                                                                   |          |
|-------------------------------------------------------------------|----------|
| First Day Cover (without stamps)                                  | S\$0.25* |
| Complete set of stamps                                            | S\$5.31  |
| Pre-cancelled First-Day Cover affixed with complete set of stamps | S\$6.30* |
| Presentation Pack                                                 | S\$7.25* |

**Technical Details**

|                  |   |                                                      |
|------------------|---|------------------------------------------------------|
| Date of Issue    | : | 9 March 2010                                         |
| Denominations    | : | 1 <sup>st</sup> local, 50¢, 65¢, 80¢, \$1.10, \$2.00 |
| Stamp Size       | : | 40mm x 30mm                                          |
| Perforation      | : | 13.33 x 13.60                                        |
| Paper            | : | Unwatermarked                                        |
| Printing Process | : | Offset Lithography                                   |
| Printer          | : | Southern Colour Print                                |
| Sheet Content    | : | 10 stamps per sheet                                  |
| Designer         | : | Janny Jin Li Juan                                    |

\* Prices inclusive of prevailing GST for purchases within Singapore