

For Immediate Release

## Singapore's Myths and Legends Brought to Life on Stamps

- Singapore's Myths and Legends stamp products available from 3 October
- SingPost offers festive postage rates between 1 October and 22 October



Pre-Cancelled First Day Cover affixed with stamps featuring the Attack of the Swordfish



Pre-Cancelled First Day Cover affixed with stamps featuring Sang Nila Utama and Singapura

A Set of Two Pre-Cancelled First Day Covers affixed with stamps (S\$7.80)

**Singapore, 1 October 2014** - Singapore is a young nation. Nonetheless, it has its own fair share of legends and myths. This new stamp issue, *Singapore's Myths and Legends*, featured two popular legends of Singapore, and will be released on 3 October 2014.

SingPost will also be offering festive postage rates from 1 October to 22 October 2014.

### 1. *Singapore's Myths and Legends* stamp issue

Entitled *Singapore's Myths and Legends*, this stamp issue features the legends of the attack of the swordfish, and Sang Nila Utama and Singapura.

The story on the attack of the swordfish (i.e. the legend of Redhill/Bukit Merah) is illustrated in a set of four stamps. A long time ago, the sea of Singapore was infested by many dangerous and fierce swordfish that could attack the villagers and fishermen if they went near the waters. The people called for help from the King, Raja Paduka Sri Maharaja. Unfortunately, even the mighty army of Raja could not overcome the fearsome swordfish. An intelligent young boy suggested to King Raja to build a barricade of banana tree trunks along the coast. He explained that if the swordfish tried to attack the people with their long hard and razor sharp snouts, they would be trapped by the trunks and hurt themselves in the process. The plan worked perfectly. The people celebrated the victory with a big feast and thanked the boy for saving their lives. However, King Raja was filled with jealousy and was afraid that his rule would be threatened. He sent his men to murder the boy who lived

on top of a hill. The blood of the boy spilled out and soaked the hill, turning it red. This hill is later known as Redhill or Bukit Merah and remains as a memorial to the boy for saving the village.

The next set of four stamps illustrated how Singapore got its name. A very long time ago, Sang Nila Utama, a Prince from Palembang, embarked on a hunting trip and discovered an island he had never seen before. After learning from his men that the island was called Temasek, Prince Sang Nila Utama decided to cross the waters to reach this island and halfway through, a storm struck. To prevent capsizing, everything was thrown overboard to lighten the ship. One of Prince Sang Nila Utama's trusted advisors asked him to throw his crown too as it was the heaviest thing left on board. He did so, and immediately the sea became calm. They landed on Temasek safely. Prince Sang Nila Utama then saw a magnificent and strange animal. Upon hearing that it was a lion, Prince Sang Nila Utama decided to name the island Singapura or Lion City where *singa* in Sanskrit means "lion" and *pura* means "city".

Besides this set of eight stamps (S\$6.16), other stamp products of this issue include two sets of Pre-cancelled First Day Cover affixed with the complete set of stamps (S\$7.80), and the Presentation Pack with the complete set of stamps (S\$8.20). Please refer to Appendix 1 for more information.

The *Singapore's Myths and Legends* stamp issue is available from 3 October 2014 at all post offices, the Singapore Philatelic Museum and online at [www.stampdelight.com](http://www.stampdelight.com).

## 2. Festive Postage Rates for Deepavali

To encourage festive greetings, SingPost is offering festive postage rates for season's greeting cards posted between 1 October and 22 October 2014. This is the 13<sup>th</sup> year that SingPost is offering customers festive postage rates for stamped and franked mail.

With SingPost's festive rate of S\$0.70 for a greeting card (for weight up to 40 grams) posted to anywhere in the world (except Malaysia and Brunei), customers can save between 41.6% and 65% depending on the destination. Postage rates for greeting cards posted to Malaysia and Brunei remain unchanged at S\$0.50 (for weight of up to 20 grams) and S\$0.70 (for weight of up to 50 grams).

The festive postage rate for a greeting card of any size, shape or colour to a local address is S\$0.30 (for weight up to 20 grams) and S\$0.37 (for weight up to 40 grams) respectively, down from the normal postage rate of S\$0.60 for non-standard greeting cards. Please refer to Appendix 2 for details.

Customers can purchase stamps for their greeting cards at any post office, Self-service Automated Machines (SAM), postal agents and stamp vendors located islandwide.

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## APPENDIX 1

### Items on Sale

### Price

First Day Cover (without stamps)	S\$0.25*
Complete set of eight stamps	S\$6.16
Two pre-cancelled First-Day Covers affixed with four stamps each	S\$7.80*
Presentation Pack	S\$8.20*

### Technical Details

Date of Issue	:	3 October 2014
Denominations	:	1 <sup>st</sup> Local, 2 <sup>nd</sup> Local, S\$0.50 & S\$2 (Each value x 2 designs)
Stamp Size	:	45mm x 32.35mm
Perforation	:	13
Paper	:	Unwatermarked
Printing Process	:	Offset Lithography
Printer	:	Secura Singapore Pte Ltd
Sheet Content	:	10 stamps per sheet
Designer	:	Lim An-Ling

\* Prices inclusive of prevailing GST for purchases within Singapore

1<sup>st</sup> Local stamp can be used to make up the postage for overseas mail.

## Appendix 2

### FESTIVE PROMOTIONAL RATES FOR GREETING CARDS\*

LOCAL POSTAGE RATE			
Weight	Normal Rate		Festive Rate
20g	S\$0.30 (Standard)	S\$0.60 (Non-standard)	S\$0.30
40g	S\$0.37 (Standard)		S\$0.37

INTERNATIONAL POSTAGE RATE			
Destination	Weight Step	Normal Rate	Festive Rate
Zone 1 Malaysia & Brunei	20g	S\$0.50	S\$0.50
	50g	S\$0.70	S\$0.70
Zone 2 Countries in Asia & the Pacific (except Australia, Japan & New Zealand)	1st 20g	S\$0.70	S\$0.70 (up to 40g)
	additional 10g	S\$0.25	
Zone 3 Countries in the rest of the world, including Australia, Japan, New Zealand, Africa, America, Europe and the Middle East	1st 20g	S\$1.30	S\$0.70 (up to 40g)
	additional 10g	S\$0.35	

\* The above promotional rates are only applicable to stamped and franked mail for the festive period from **1 October 2014 to 22 October 2014**.

**About Singapore Post Limited**

(Reg. No. 199201623M)

Singapore Post (SingPost) is the leading provider of mail, logistics and ecommerce solutions in Singapore and the Asia Pacific region, with operations in more than 10 countries.

As Singapore's national postal service provider, SingPost offers trusted communications through domestic and international postal services as well as end-to-end integrated mail solutions covering secure data printing, letter-shopping, delivery and mailroom management, among others. For over 150 years, SingPost has been delivering a trusted and reliable service to citizens, residents, corporations and businesses in Singapore.

As part of its transformation, SingPost has been steadily expanding beyond Singapore, leveraging its regional platform Quantum Solutions and other subsidiaries and partners. With its regional network and infrastructure, SingPost offers fully integrated ecommerce logistics solutions covering the four areas of freight, customs & regulations management, warehousing & fulfilment, last mile delivery & returns as well as ecommerce web services, to its customers.

SingPost won the World Mail Award for ecommerce in June 2014 and was ranked the top postal agency in the world in an Accenture report. SingPost also gained international acclaim when it was bestowed the Service Provider of the Year 2012 award by Postal Technology International. SingPost is the only company to win the Universal Postal Union's EMS Cooperative award for its Speedpost courier service every year since 2001.

SingPost's subsidiaries and businesses include:

- SP eCommerce (<http://www.specommerce.com/>), an ecommerce enabler that provides brands and retailers with integrated end-to-end ecommerce solutions
- Quantum Solutions (<http://www.quantiumsolutions.com/>) specialises in logistics and fulfilment services to businesses within the Asia Pacific region
- Famous Holdings (<http://www.famous.com.sg/>), an established freight consolidator and freight-forwarder with a regional presence in 7 countries
- Lock+Store (<http://www.lockandstore.com/>), a self-storage operator in Singapore, Hong Kong and Malaysia
- DataPost (<http://www.datapost.com.sg/>), the biggest data print bureau in the Southeast Asia region
- Speedpost (<http://www.speedpost.com.sg/>), a leading provider for courier service in Singapore and international shipping to more than 200 destinations across the globe
- vPOST (<http://www.vpost.com.sg/>), one of the largest online shopping and shipping services providers in Southeast Asia
- Omigo Marketplace (<http://www.omigo.com.sg/>), Singapore's online marketplace for consumers to shop and for SMEs and international brands to sell online
- vBOX (<https://www.vbox.com.sg/index.jsp>), a digital mailbox with bill payment services which can be accessed anywhere, anytime

SingPost was listed on the Main Board of the Singapore Exchange in 2003. To learn more about SingPost, please visit [www.singpost.com](http://www.singpost.com).

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**For general information on SingPost, visit us at [www.singpost.com](http://www.singpost.com)**