

SingPost pays tribute to its postal corps in new National Day video “Delivering Moments”



Singapore, 1 August 2020 – Singapore Post Limited (SingPost) today launched a new video in tribute of its postmen, in the lead up to Singapore’s 55th National Day.

The video, titled *‘Delivering Moments’*, showcases the Singapore postal service that has been connecting people and communities since 1858. The three-minute video outlines a little girl’s fascination with how letters were delivered by the neighbourhood postman during her kampong childhood days.

Fast forward 20 years and she is a postwoman herself, only to have her will and grit tested by the demands of the job. Whilst her work may seem invisible to many – the pride in her role of serving Singapore is renewed by an old acquaintance from her kampong days, in a most heart-warming of circumstances.

Mr Robin Goh, SingPost’s Group Chief Brand & Communications Officer, said that the video pays tribute to all postal workers past and present, who collectively contribute to the longevity of Singapore’s mail network since 1858.

“Our postal workers are everyday unseen heroes, as they process, sort and deliver close to three million letters and packages every day, all year-round. Many of us underestimate the role they play, in bringing us letters or items that are important to us, or of sentimental value. Even in today’s hyper-connected world – even more so in such difficult times – the postman still plays an essential role in connecting people physically.

“Coupled with the [MyPostman campaign](#) launched last year, we hope that Singaporeans continue to make the effort to know who their postman are, and to pen a simple word of thanks to our postmen whenever they see them, in appreciation of the role they play in nation building, this National Day and beyond,” Mr Goh added.



In conjunction with the video, SingPost will also be curating a series of photos in a micro-campaign captioned #ThroughTheLens to shed more light on the life of our 1,000-strong postmen team.

Photos taken by our postmen will offer members of the public a glimpse into a day in their lives, through the sights that they encounter on their daily routes. The photos will be progressively published on SingPost's Instagram and Facebook pages.

The video can be viewed [here](#).

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About Singapore Post Limited

For more than 160 years, Singapore Post (SingPost), as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore. Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.