

SingPost issues second set of Singapore Mascot stamps featuring more of Singapore's favourite icons



Singapore, 17 June 2022 – Singapore Post Limited (SingPost) launched a set of stamps today featuring a second set of five of Singapore's favourite mascots. This follows the success of the first set of Singapore mascot stamps launched in August 2020, which met with a resounding welcome from collectors and members of the Singapore community, many of whom grew up with those mascots.

This edition features another five icons that Singaporeans know and love. They are:

- Merli, the young and friendly tourism ambassador based on the iconic mythical merlion;
- Smiley, the financially-savvy squirrel from POSB;
- Water Sally, the well-travelled water sustainability advocate;
- Blood Buddy "BB", Singapore Red Cross' blood donation mascot; and
- Teamy the Bee, the mascot for Singapore's national productivity movement in the 1980s and 1990s;

Merli

Merli, short for Merlion, is a heart-warming and whimsical illustration of Singapore's mythical national icon created by the Singapore Tourism Board in 2018. Fronting Singapore's destination brand campaign, Merli brings "Passion Made Possible" to life with his outgoing and enthusiastic persona. He loves to share the best and most interesting parts of Singapore with friends all around the world. Come join Merli on his adventures as he celebrates the 50th year anniversary of the Merlion statue in 2022.

Smiley

Appointed by POSB when the bank was a statutory board under Ministry of Finance, Smiley has been the face of the National School Savings Campaign even up to today. Given squirrel's nature as good savers, Smiley has been teaching children how to squirrel away their pocket money since 1983. Even though Smiley's look has evolved over the years, his mission to inculcating good financial habits among kids remain.

Water Sally

Water Sally is the younger sister of national water agency PUB's familiar mascot, Water Wally, who was featured in the first series of the Mascot stamps. Having been away, travelling the



seven seas and witnessed many water crises around the world, she is eager to share her knowledge on water sustainability together with her brother to the younger generation through the Water Wally and Sally Club.

Blood Buddy

Blood Buddy “BB” is Singapore Red Cross’ blood donation mascot, and regularly pops up at mobile blood donation drives and outreach activities since 2005. Given a brand new look in 2021, BB has become more loveable and modern in his crusade to advocate blood donation and encourage all to be “red-y to donate blood and save lives”.

Teamy the Bee

Teamy the Bee was the face of Singapore Productivity’s movement in the 1980s and 1990s. “Good, better, best, never let it rest!” was Teamy’s motto, which became a jingle that ruled the airwaves in 1982 when the then National Productivity Board’s mascot was called into action. Bees are known for their cooperative, industrious nature and their ability fly. Teamy was also a particularly approachable bee; he did not have a stinger. When rallying Singaporeans to work innovatively, Teamy began carrying a lightbulb. Although Teamy’s tour of duty ended in 1999, it is still well remembered by older generations of Singaporeans today.

Sale of stamps

The stamps (valued at 30 or 80 cents each), Pre-cancelled First Day Covers (S\$3.95) and Presentation Packs (S\$5.00) go on sale from today (17 June 2022) at all post offices, Philatelic Stores and online at shop.singpost.com, while stocks last.

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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.