



MEDIA RELEASE

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MOOVE CELEBRATES SG50 WITH OVER 600 COWS ON DISPLAY

22 June 2015 – They're back! Singapore's favourite cows will soon be seen all over the island – this time, in celebration of SG50!

Over 600 Moove Media cows will be strategically located at 68 locations islandwide, including the shopping belt such as Orchard Road, Scotts Road and Dhoby Ghaut, as well as populous heartlands such as Sengkang and Bishan, from today till 12 July 2015.

The SG50 Moove cow, which stands at 1.76m each, will represent eight historical characters – the Coolie, the Rickshaw Man, the *Kacang Puteh* Man, the Satay Man, the domestic helper or "Ma Jie", as they are called during the early days, the Samsui Woman, the Nyonya, as well as the Wayang Opera Diva.









Said Mrs Jayne Kwek, CEO of Moove Media: "What makes this year's campaign special is the fact that the SG50 cows have been uniquely designed with our pioneers in mind. We wanted to remember and honour them for helping build Singapore into the strong nation that it is today."

In tandem with the event, Moove Media is holding a #SG50MooveCows campaign to encourage Singaporeans to submit photographs or videos of themselves with their favorite SG50 Moove cow via its Facebook (<https://www.facebook.com/MooveMediaOutdoor>). Prizes worth over \$20,000, including an iPhone and an iPad, are up for grabs.

Enthusiasts who cannot get enough of the SG50 Moove cows can bring one home at \$300 each from 13 July onwards. Proceeds from the sale will go towards the Home Improvement Fund that ComfortDelGro has set up to help improve the quality of living of the elderly of the Lions Befrienders Service Association (Singapore). For more information about the sale, please write to advertising@moovemediacom.sg.

About Moove Media

Moove Media Ltd is the advertising arm of ComfortDelGro and has been in operations since 2005. In Singapore, Moove Media offers an integrated outdoor advertisement platform on SBS Transit buses and interchanges, rail (North East MRT line, Sengkang and Punggol LRT line), Comfort and CityCab taxis, ComfortDelGro buses, as well as other prime ambience sites reaching commuters islandwide. It now offers the same outdoor advertising services in Sydney and Melbourne, Australia.

			
Coolie	Ma Jie	Rickshaw Man	Samsui Woman
			
Nyonya Woman	Kacang Puteh Man	Satay Man	Wayang Opera Diva