

**MEDIA RELEASE**



**Sport Singapore and Singapore Tourism Board  
launch GameOn Nila! SingapoRediscovered Edition  
to encourage exploration of Singapore and promote  
healthy living**

**Singapore, 26 Feb 2021** – A SingapoRediscovered Edition of community game GameOn Nila! will be launched by Sport Singapore (SportSG) and Singapore Tourism Board (STB) on 1 March 2021, to encourage locals to explore Singapore through physical activity.

As part of the [SingapoRediscovered](#) campaign<sup>1</sup> launched in July 2020, the game adds a layer of interactivity and engagement – with a sporting twist – to the existing array of exciting tourism and lifestyle activities offered by various merchants across the country.

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<sup>1</sup> The SingapoRediscovered campaign was launched in July 2020 by Enterprise Singapore, Sentosa Development Corporation and Singapore Tourism Board. The campaign rallies locals to support home-grown tourism and lifestyle businesses, through the discovery of hidden gems and experiences, as well as attractive promotions.

Available from 1st March 2021 to 30th April 2021, the game encourages locals to explore tourism and lifestyle establishments on foot, allowing them to earn points as they clock steps and visit these establishments. Locals can uncover hidden gems and attractive experiences, from shopping and gastronomic delights to attractions and art. Together, both agencies hope to encourage members of public to explore the country through the ActiveSG app's wide range of activities.

This edition of GameOn Nila! comes on the back of a Jejak Warisan (Heritage Trail) edition earlier this year, where SportSG partnered the National Heritage Board to encourage members of public to visit heritage trails in Singapore. More than 150,000 people participated in this edition.

### **Third Installation of GameOn Nila!**

Over the next eight weeks, participants can explore over 60 places of interests – from attractions and hotels to tour ticketing booths as well as retail and dining establishments – in 10 local precincts<sup>2</sup> while playing GameOn Nila!. These include Design Orchard, Jurong Bird Park, Sifr Aromatics, and Singapore River Cruise Clarke Quay. All landmarks are in public spaces and require no ticketing fees, though participants are encouraged to support local businesses while exploring.

“As we are now unable to welcome as many people as before at our sport centres due to COVID-19, GameOn Nila! will be a fun alternative for our ActiveSG members and members of public to continue to stay engaged in physical activity. Through this collaboration with STB, we hope to get more people to exercise with their friends and family, while appreciating the beauty of Singapore,” said Janice Woon, Membership Director at ActiveSG, SportSG.

STB Brand Director Lim Shoo Ling said: “With the March school holidays around the corner, it is the perfect time for families and friends to continue uncovering different facets of Singapore together and supporting our tourism and lifestyle businesses. Together with SportSG, we hope to promote the rediscovery of Singapore in a fun and interactive manner, and to encourage everyone to stay active and safe.”

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<sup>2</sup> The 10 key precincts are Changi/ East Coast, Chinatown, Civic District, Joo Chiat/ Katong, Kampong Gelam, Little India, Mandai/ Kranji, Marina Bay, Orchard Road and Sentosa.

### **How the game works**

GameOn Nila! SingapoRediscover Edition can be found on the ActiveWallet mobile application, available on both Android and iOS devices. Participants will have to sign up as an ActiveSG member to access the game. After registering for the game, participants can earn Active Points by clocking steps via an in-app step tracker or by scanning geo-tagged QR codes displayed at participating merchants. Participants can play the game on their own or in teams of up to five, creating the perfect opportunity for family members and friends to work out together.

The Active Points can be used to ballot for attractive prizes sponsored by participating merchants, such as Singapore Zoo family admission (2 adult, 2 children) tickets by Wildlife Reserves Singapore, Mondrian Peranakan plate sets from Supermama, and HaiDiLao dining vouchers to be used at Plaza Singapura.

More information about GameOn Nila! SingapoRediscover Edition can be found here at: <http://myactivesg.com/gameonnila>

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### **About Sport Singapore**

As the national sports agency, Sport Singapore's core purpose is to inspire the Singapore spirit and transform Singapore through sport. Through innovative, fun and meaningful sporting experiences, our mission is to reach out and serve communities across Singapore with passion and pride. With Vision 2030 – Singapore's sports master plan, our mandate goes beyond winning medals. Sport Singapore uses sport to create greater sporting opportunities and access, more inclusivity and integration as well as broader development of capabilities. At Sport Singapore, we work with a vast network of public-private-people sector partners for individuals to live better through sport.

To find out more, visit our websites [www.sportsingapore.gov.sg](http://www.sportsingapore.gov.sg) and [www.myactivesg.com](http://www.myactivesg.com).

Follow us at [www.facebook.com/myActiveSG](https://www.facebook.com/myActiveSG) and [www.youtube.com/SingaporeSports](https://www.youtube.com/SingaporeSports).

### **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com) | Follow us: [facebook.com/STBSingapore](https://facebook.com/STBSingapore) or [twitter.com/stb\\_sg](https://twitter.com/stb_sg)

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