



## THANKS TO YOU, OUR MASCOTS NOW HAVE NAMES

### ***Catch Lindy Ladybird, Benny Bee & Gary Grasshopper Up Close and Personal at the Singapore Garden Festival 2008***

*Singapore, May 14, 2008* – More than 2000 suggested names came through the month-long SMS contest to name the Singapore Garden Festival (SGF) mascots. After an intensive judging process, the National Parks Board (NParks) is proud to present the three friends of the garden with names: Lindy Ladybird, Benny Bee and Gary Grasshopper!

The three playful creatures will be the faces of the Festival. The judging panel was chaired by the Chief Executive Officer of NParks, Mr Ng Lang, and comprised Mr Justin Lim, Creative Director of Grey Singapore who created the three mascots and Mr Jimmy Tay, Chief Executive of Hill & Knowlton Southeast Asia.

Mr Ng Lang said, “Just as the three friends of the garden live, enjoy and interact with flora in their own unique and special way, we hope that visitors to the Singapore Garden Festival will savour the enchanting experience while walking amongst the beautiful gardens and floral displays as well as participating in the festivities.” The judging criteria were for the names to not only work well as a trio, but to be catchy and able to engage and capture the attention of the audience.

Friends of the Garden	Description
<b>Lindy Ladybird</b>	<ul style="list-style-type: none"> <li>• Lindy Ladybird is just as her name suggests, a true lady who has fallen in love with the flowers.</li> <li>• Lindy Ladybird was named by Zainah Sabtu.</li> </ul>
<b>Benny Bee</b>	<ul style="list-style-type: none"> <li>• Tapping to the tempo, Benny Bee is the boy of the lot whose playful nature sees him finding pleasure in dancing</li> </ul>



Friends of the Garden	Description
	<p>amidst the wonderful scents and beautiful flowers.</p> <ul style="list-style-type: none"> <li>Benny Bee was named by Alvin Wang</li> </ul>
<p><b>Gary Grasshopper</b></p>	<ul style="list-style-type: none"> <li>Gary Grasshopper is the guy with an artistic flair. This year, he produces harmonious melodies from the strings of his violin.</li> <li>Gary Grasshopper was named by Leow Poh Chuan.</li> </ul>

The SMS contest was launched when the three friends of the garden made their first public appearance together at the *Chingay Parade of Dreams* on 16 February. The three winners will each receive a 16GB iPod touch worth \$698 sponsored by iSHOP by Club 21.

Members of the public can look forward to meeting the trio face to face at SGF from 25 July to 1 August 2008 at Suntec Convention Centre. A series of television commercials in which the characters will come to life through 3D animation will also be launched prior to the Festival in July.

More information on the Singapore Garden Festival can be found at [www.singaporegardenfestival.com](http://www.singaporegardenfestival.com).

**About Singapore Garden Festival**

Singapore Garden Festival (SGF) is a biennial event, positioned to be amongst the top flower and garden shows on the international calendar. SGF is the first show to bring together top international award-winning landscape and garden designers, florists and horticulturists from around the world, who are invited to the Festival to work alongside Singapore's own talented horticulturists. Singapore's geographic location makes the Festival an ideal platform to showcase horticultural and gardening products and services from the northern and southern hemispheres, as well as from Asia and New World nations.

For more information on SGF2008, log onto [www.singaporegardenfestival.com](http://www.singaporegardenfestival.com)



### **About National Parks Board**

**National Parks Board** (NParks) is responsible for providing and enhancing greenery of the Garden City. Beyond green infrastructure, NParks is committed to enhance the quality of life through creating memorable recreational experiences and lifestyles.

NParks manages more than 300 parks, the park connector network and the lush roadside greenery in Singapore. Some of the parks managed include Singapore Botanic Gardens, Fort Canning Park, East Coast Park, Bishan Park, Telok Blangah Hill Park and Pulau Ubin Recreation Area. In addition, NParks manages nature reserves such as Sungei Buloh Wetland Reserve and Bukit Timah Nature Reserve.

As the scientific authority on nature conservation, NParks monitors and coordinates measures to ensure the health of Singapore's biodiversity.

NParks is also the lead agency in the efforts to continually upgrade the Landscape and Horticulture Industry in Singapore. It works closely with industry partners to promote good work practices and create a thriving, innovative and professional industry that will support Singapore's aspirations of being a City in the Garden.

For more information, log on to: [www.nparks.gov.sg](http://www.nparks.gov.sg)

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