

For Immediate Release

4 August 2025

Scoot's SG60 Campaign Inspires Meaningful Connections Across Generations

- *Collaboration with local content creators to embark on specially curated trips with their loved ones to strengthen relationships*
- *Special fares between Singapore and 60 destinations from 6 to 8 August 2025, for travel from 18 August 2025*
- *KrisFlyer members booking Scoot flights from 15 to 17 August 2025 will receive 60% more bonus miles*
- *Limited-edition Scoot aircraft model available for sale from 8 August 2025*



Local content creator Charmaine Yee and her family with their Shantou teacher after their kueh making session

SINGAPORE – As Singapore marks its 60th year of independence in 2025, Scoot, the low-cost subsidiary of Singapore Airlines (SIA), centred its third instalment of its annual National Day Campaign around SG60's theme of nation-building. Themed "Pushing Boundaries, Connecting Generations", Scoot's campaign hopes to encourage the same boundary-pushing spirit of generations of Singaporeans who have helped shape the nation, by connecting individuals to destinations within Scoot's network to foster meaningful connections through conversations and shared experiences.

In collaboration with three local content creators, Charmaine Yee, Pamela Lee Shuhadah and J Jaikishan, Scoot brought them and their loved ones on trips to Ipoh, Perth and Shantou. Selected for their authentic cultural heritage and understated charm, the trips allowed the content creators and their loved ones to slow down, share meaningful moments and deepen emotional ties. With specially curated itineraries, the individuals bonded over local experiences including batik painting in Ipoh, sandboarding in Perth and kueh making in Shantou.

“At Scoot, we’ve always believed that travel is more than just getting from one place to another. It’s also about forging connections, creating memories, and reflecting on the journeys that shape us. As a homegrown brand, this campaign celebrates the spirit of stepping out of one’s comfort zone, be it beyond borders or in our relationships with our loved ones. We hope that this campaign inspires more to make time for those who matter, reconnect with their loved ones through travel and forge treasured memories together.” said Ms Agatha Yap, Scoot Director of Marketing, Communications and Loyalty.



From left to right: Local content creator J Jaikishan and his mother posing with their all-terrain vehicle at Lancelin Sand Dunes in Western Australia; Local content creator Pamela Lee Shuhadah with her mother at Gunung Lang Recreational Park in Ipoh, Malaysia

Please see this [link](#) to the campaign's teaser video, which was launched on 1 August 2025 on Scoot's official Instagram page. The content creators will share about their personal experiences on their Instagram pages from 7 August 2025 and the final campaign videos will go live from 13 August 2025 on Scoot's social media platforms.

Images of the campaign can be downloaded [here](#). Please refer to the Annex for more information on the content creators.

SG60 Promotional Fares and Bonus Miles Accrual on Scoot Flights

As part of Singapore's 60th birthday celebrations, Scoot will also launch limited-time promotional fares between Singapore and 60 destinations, with greater savings when two or more travellers book a flight together. Customers can book these

flights on Scoot's website and mobile application from 6 to 8 August 2025, for a period of 60 hours.

KrisFlyer members will also receive 60% more bonus miles when booking Scoot flights from 1200hrs on 15 August to 1159hrs on 17 August 2025.

Follow Scoot on social media and/or subscribe to Scoot's newsletter to receive notifications on the latest promotions.

Limited-Edition Scoot Aircraft Model

Additionally, Scoot will introduce a limited-edition aircraft model in collaboration with LASALLE College of the Arts, a leading arts and design institution in Singapore. Featuring bold colours, rich motifs and intricate patterns of traditional Southeast Asian umbrellas that reflect the cultural diversity spanning Scoot's wide network of destinations, this collaboration celebrates Singapore's local arts scene and illustrates how art and travel can connect communities. The limited-edition aircraft model will be available for preorder and purchase onboard all Scoot flights from 8 August 2025.

* * * * *

Media Contacts

We. Communications for Scoot

Email: WE-SGScoot@we-worldwide.com

Scoot Media Relations

Email: mediarelations@flyscoot.com

Mobile: +65 9729 8802

About Scoot

Scoot is the low-cost subsidiary of Singapore Airlines. Scoot painted the skies yellow in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand for a new chapter of growth. To date, Scoot operates a modern and efficient fleet of over 50 aircraft, comprising widebody Boeing 787 Dreamliners, single-aisle Airbus A320 family aircraft, and the Embraer E190-E2 aircraft. Scoot currently flies to over 70 destinations across 18 countries and territories in the Asia-Pacific, the Middle East and Europe.

Scoot is more than your typical low-cost carrier (LCC). Scoot is passionate about travel, connecting people and cultures, and pushing boundaries. It does so by continually innovating and seeking new opportunities for growth. As a leading and award-winning LCC, Scoot strives to provide its customers with reliable and quality services, customisable and differentiated product offerings, as well as comfortable and seamless travel experiences at great value.

For more information, visit FlyScoot.com.

Follow us on our social media accounts



Facebook.com/[FlyScoot](https://www.facebook.com/FlyScoot)



X.com/[FlyScoot](https://twitter.com/FlyScoot)



Instagram.com/[FlyScoot](https://www.instagram.com/FlyScoot)



Youtube.com/[FlyScoot](https://www.youtube.com/FlyScoot)





Linkedin.com/[Company/Scoot](https://www.linkedin.com/company/scoot)



[Tiktok.com/@FlyScoot](https://www.tiktok.com/@FlyScoot)

Annex: Content Creator Profiles

	<p>Charmaine Yee (@yeecharmaine)</p> <p>Charmaine Yee is a seasoned media professional with over two decades of experience in broadcasting and public speaking. Known for her polished delivery and engaging presence, she has hosted a wide range of events, from high-level government forums and corporate conferences to international launches and award ceremonies.</p> <p>Respected for her authenticity and warmth, Charmaine connects effortlessly with diverse audiences, whether moderating panels with global leaders or engaging the everyday crowd. She also champions confident communication through workshops and keynote talks, including her signature topic, The Power of Connection.</p> <p>Beyond the stage, Charmaine is a passionate advocate for social and environmental causes. She has led sustainability campaigns with brands like DocuSign and hosted podcasts on wellness, longevity, and self-care, using her voice to drive meaningful change and inspire impact beyond the spotlight.</p>
	<p>J Jaikishan (@j.jaikishan)</p> <p>J Jaikishan is a multifaceted content creator based in Singapore, known for his engaging presence as an actor, host, and comedian. He is the creator and host of The Mama Drama Show where he holds live, late-night conversations with Singaporean and international artists using humour and a touch of unexpected drama</p> <p>His content spans across various social media platforms, including Instagram and TikTok, where he shares lifestyle, fitness, and comedy content that resonates with a diverse audience. With a growing following, Kishan has established himself as a prominent figure in Singapore's digital entertainment scene.</p>



Pamela Lee (@leeshuhadah)

Pamela Lee Shuadah is a content creator and advocate for mental health awareness in Singapore. With a background in film and media studies, she has contributed to various productions, including the short film Ah Ma Flippa Ball.

Pamela actively engages in community initiatives, particularly focusing on youth empowerment and mental well-being. Her candid discussions on personal experiences resonate with a broad audience, fostering open conversations about mental health and societal issues.