



For Immediate Release

Media Release

Tiger Balm Adopts Twin Tiger Cubs at Night Safari – Celebrates International Tiger Day

Singapore, 29 July 2021 – This International Tiger Day, Tiger Balm officially announces its adoption of the twin Malayan tiger cubs born in Night Safari as part of our continuing efforts to help raise awareness of the need to protect these critically endangered species.

July 29 is the International Tiger Day (also known as Global Tiger Day), a day set aside each year to give worldwide attention to tiger conservation efforts. It was created in 2010 to garner world-wide support for tiger conservation issues with the aim of doubling the global tiger population by 2022, which coincidentally also marks the next Year of the Tiger on the Chinese calendar¹. In recent years, reports of increase in tiger populations in some countries are heartening, but more can be done as its population is still under constant decline in other parts of the world².

The tiger is of symbolic significance to Tiger Balm. Tiger Balm was named after one of our founders – Aw Boon Haw whose name translates to “gentle tiger” in Chinese dialect. The tiger – recognisable by everyone young and old - gives an aura of power and energy to our brand, and stands for the strength of Tiger Balm products to soothe and heal. Trusted by generations of consumers for over 100 years, Tiger Balm means the same thing in its home country, Singapore, and in over 100 countries where it is available.

As a brand that contributes to the health and wellbeing of our consumers, we appreciate that we can only be as healthy as the planet we live in, and we continue to explore ways to contribute to biodiversity conservation and education.

In this light, we have been supporting tiger conservation efforts in a number of countries over the years. In Singapore, we have been sponsoring the Malayan tigers at Night Safari since 1995, and now further extend our sponsorship through our adoption of the twin Malayan tiger cubs. Named Sali and Arhaa by the public through an online vote in June 2021, (Sali means strong & firm and Arhaa means calm & serene in Malay), the pair serve as ambassadors for their wild counterparts, helping to raise awareness on the urgent need to protect these magnificent and critically endangered animals, as well as their natural habitats.



Image credit: Wildlife Reserves Singapore

References:

1. Global Tiger Day, [World Wildlife Fund](#)
2. International Tiger Day 2020, [timesnownews.com](#)

About Tiger Balm

With a unique herbal formulation that has over 100 years of proven success in over 100 countries, Tiger Balm is one of the world's leading and most versatile topical analgesic brands. Combining age-old tradition with modern innovations, Tiger Balm creates dedicated solutions for specific symptoms that cater to the lifestyle needs of a health-conscious generation. Tiger Balm range of products are sold worldwide and the brand has become a household name in many countries.

We place strong emphasis on product quality and safety. Tiger Balm products are manufactured at GMP-certified production facilities and product approvals from regulatory authorities provide further assurance. We are committed to delivering health and well-being through proven oriental wisdom. We believe that no one should be constrained from leading a full and active life because of aches, pains and everyday discomforts.

Haw Par Corporation is the owner of the Tiger Balm brand.

www.hawpar.com
www.tigerbalm.com