



SimplyGo x DAS: SimplyGo Jelilo EZ-Link Cards Celebrate Neurodiversity for SG61

Description

As Singapore counts down to its 61st birthday, SimplyGo has found a heartwarming way to mark the occasion, one that puts neurodiversity and homegrown creativity front and centre. The transit brand has teamed up with the **Dyslexia Association of Singapore (DAS)** and local artist **Lester Lim**, better known as *lesdoublewood* and the creator of the plucky mascot Jelilo, to launch a SimplyGo EZ-Link collection celebrating children who learn differently.

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Jelilo x DAS SimplyGo EZ-Link cards. Image: SimplyGo

A National Day story about learning differently

Roughly one in ten people has dyslexia, a learning difference that affects reading, writing and spelling but has nothing to do with intelligence or effort. The SimplyGo x DAS collaboration reframes that story with optimism, using the everyday EZ-Link card, something almost every commuter taps with, as a small but visible reminder that different minds bring different strengths.

At the centre of the collection is Jelilo, Lester Lim's mischievous jellyfish-like character. Lim, who works under the name lesdoublewood, has built a following for playful, expressive art with a big heart, making him a natural fit for a campaign about celebrating individuality.

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Local artist Lester Lim, the creator of Jelilo, lends his signature style to the collaboration.
Image: SimplyGo

Guiding Lights: art by DAS student

Beyond the flagship Jelilo designs, the collection shines a light on the young artists themselves. One of the standout cards, titled *Guiding Lights*, features a lighthouse painting by DAS student Anya Ksenia, a fitting metaphor for steady direction and hope. Featuring student artwork so prominently turns the collection into more than merchandise; it is a small platform for children with learning differences to be seen and celebrated.

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â??Guiding Lightsâ?•, a lighthouse artwork by DAS student Anya Ksenâ??a. Image: SimplyGo

Turning everyday journeys into everyday conversations

â??Millions of Singaporeans use a SimplyGo EZ-Link card every day. We wanted to transform something so familiar into an opportunity that raises awareness on inclusion and encourages empathy and understanding. Anyaâ??s story reminds us that everyone has strengths. Together with DAS and Lester, we hope these designs inspire conversations about dyslexia and encourage Singaporeans to look beyond learning differences to recognise every individualâ??s potential,â?• said Mr Tan Kim Hong, Chief Executive Officer of SimplyGo.

As part of the collaboration, SimplyGo will donate \$50,000 to the DAS Bursary Fund to enable children with dyslexia and other learning differences from lower-income families to access specialised educational intervention.

Why it resonates this National Day

SG61 has brought a wave of feel-good campaigns, from island-wide deals to community celebrations. This one stands out for pairing a practical, everyday object with a genuinely inclusive message. It is the kind of quiet, thoughtful gesture that reminds Singaporeans that inclusion is not a one-day event but an everyday practice, one tap at a time.

For more National Day happenings, see our roundup of the [Singapore Flyer National Day night market and SG61 deals](#) and the launch of [GetActive! Singapore 2026](#). Commuters can also brush up on their fare know-how with our guide to [checking and claiming wrong SimplyGo fares](#).

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