



SimplyGo x DAS: Limited-Edition 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 limited-edition EZ-Link collection celebrating children who learn differently.



Jelilo x DAS limited-edition 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 students

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 Ksená, 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??s. Image: SimplyGo

Collectible cards for a cause

The limited-edition EZ-Link cards double as collectibles, with special Jelilo designs that fans of Limâ??s work will want to hold on to. Proceeds and awareness generated by the collaboration go towards supporting DAS and children with learning differences, so every tap does a little good.

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A Jelilo collectible EZ-Link card from the SimplyGo x DAS National Day collection. Image:
SimplyGo

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The limited-edition SimplyGo x DAS Jelilo collectible cards. Image: SimplyGo

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 a 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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