

ANNEX

FACT SHEET ON THE INITIATIVE

1. ABOUT THE ARTISTS

Lester Lim, Creator of Jelilo

Lester Lim, also known by his artistic name **Lesdoublewood**, is a Singaporean artist, designer and creator of the character Jelilo. His creative journey began with a passion for drawing and painting, eventually leading him to study graphic design and build a successful career in the creative industry. Over two decades, he founded design agency Creaxis Design and won numerous international awards for his work.

In recent years, Lester has focused on art and collectible toys, creating characters such as Jelilo, a whimsical figure inspired by themes of courage, resilience and self-discovery. Jelilo was born from Lester's own experiences with dyslexia and his experiences as a parent.

Through his art, Lester hopes to encourage others to embrace their differences and recognise the value of seeing the world in unique ways.

"Growing up with dyslexia was not always easy, and art became one of the ways I found my voice when words felt difficult. Through Jelilo, I hope to remind others that being different does not mean being broken. Everyone sees and experiences the world in their own way, and that individuality should be celebrated," said Lester.



Photo of Lester Lim



Images of Jelilo artworks and collectibles

About Jelilo

Jelilo – which started as an art toy, has since grown into an IP with a powerful anti-bullying message. With a distinctive style rooted in balance, freedom and emotional depth, Jelilo brings together fine art, designer toys and pop culture within an imaginative universe. The brand has collaborated with names such as UNIQLO, Wacom and Canon, and has been exhibited across Singapore, Hong Kong, Vietnam and Thailand. This collaboration between Jelilo and SimplyGo is in partnership with The Wolfpack.

Low En Yang, Anya Ksenia, Creator of Guiding Lights

Anya is a 10-year-old with a unique gift for art. She loves creating because art never judges her. Growing up, Anya often felt confused and frustrated as learning seemed to come more easily to her peers. Letters and words felt jumbled, and she struggled to understand why.

After joining the Dyslexia Association of Singapore (DAS), Anya gradually became more confident and less frustrated. With the right support, she has made remarkable progress, going from being unable to spell to achieving almost full marks in her spelling tests.

Today, art remains her safe space: a place where she expresses her resilience, joy and growth.

Inspired by the idea that "even in the darkest times, there is a light to guide you", the "Guiding Lights" artwork reflects Anya's belief that hope and encouragement can always be found, even during life's most difficult moments.

The original artwork was later enhanced by Lester Lim with Jelilo-inspired elements while preserving the heart and meaning behind Anya's creation.

"Even in the darkest times, there is always a light to guide you," said Anya. "Art never judges me and helps me express my feelings and imagination freely. I hope my artwork reminds people not to give up even when things feel difficult."



Photo of Low En Yang, Anya Ksenia



Anya's original artwork: "Guiding Lights"

2. ABOUT DYSLEXIA ASSOCIATION OF SINGAPORE

Established in 1991, the Dyslexia Association of Singapore (DAS) is a Social Service Agency that supports individuals with dyslexia and other specific learning differences. DAS provides assessment, educational therapy, speech and language therapy, psychological services and specialist programmes to more than 4,500 preschool, primary and secondary school students annually across 12 learning centres islandwide. Its Main Literacy Programme, partially funded by the Ministry of Education, supports more than 3,000 students in developing essential reading, spelling, writing and comprehension skills.

Committed to ensuring that every child can reach their full potential regardless of their family's financial circumstances, DAS provides financial assistance through its **DAS Bursary Fund** to make specialised intervention more accessible to lower-income families.

For more information, visit www.das.org.sg.

3. ABOUT DYSLEXIA

Dyslexia is a lifelong learning difference that primarily affects literacy skills such as reading, spelling and writing. It is estimated to affect around 10% of Singapore's population, with approximately 4% requiring specialised intervention. With the right support, individuals with dyslexia can develop effective learning strategies, build confidence and achieve success in school, work and life.