



**FOR IMMEDIATE RELEASE**

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**KIDZANIA TO REACH OUT TO LOCAL EDUCATORS AND KIDS  
FOR A HOLISTIC EDUTAINMENT EXPERIENCE**

*World's Fastest Growing Family Edutainment Phenomenon ramps up  
partnership and engagement efforts as KidZania Singapore takes shape*

KidZania, the world's fastest growing experiential edutainment attraction, updated today on efforts to develop a holistic edutainment experience that benefits children even before they step into KidZania Singapore. KidZania Singapore is inviting local educators to have a say in shaping the attraction's activities through initiatives such as organized "school trips" and a preview session.

These initiatives will be rolled out progressively as KidZania gets ready to open its city doors on Sentosa Island in the second half of 2015.

***Diverse Learning Experiences to support Children's Career Awareness in Singapore***

Best suited for children aged 4 and above, KidZania offers diverse learning experiences that are specifically designed to aid social, emotional and intellectual growth through the development of work and study skills, positive attitudes, creative thinking and self-esteem.

KidZania Singapore would like to engage local educators to tap on their expertise and feedback in order to enhance the attraction's activities. From now till KidZania Singapore's launch, educators who are keen to organize group sessions or work with KidZania can also write in to [learn@kidzania.com.sg](mailto:learn@kidzania.com.sg). A special preview session for KidZania in Singapore will be scheduled closer to the launch date. KidZania Singapore welcomes feedback and suggestions as it strives for continual improvement to ensure relevance of the attraction's activities to its visitors' needs.

"KidZania offers a unique opportunity for educators to complement the academic learning experience by reinforcing existing classroom knowledge, to support the cognitive and character development of a child. As we get closer to bringing KidZania to Singapore, we welcome local educators to partner us to educate, empower and inspire our future generation," said William Edwards, Chief Operating Officer, Themed Attractions and Resorts Sdn. Bhd.

## The City of Kids Takes Shape

Children can immerse themselves in more real-life situations and activities as KidZania Singapore announced the addition of 9 new partnerships today. The various professions children can experience are:

- Food & Beverage - Create their own candy as a *Candy Specialist* and bring hand-made candy home at the **Sticky Candy Store**.
- Science - As a *food scientist* at the **Abbott Milk Innovation Lab**, children can learn about the science and processes behind how growing up milk is made and create their own packages of growing up milk.
- Media - Go on air as a *radio DJ* to play chart-topping songs, present the news, and co-host programmes with **Kiss92** DJs, and bring a copy of the recording home.
- Retail - Take charge of a **7-Eleven Convenience Store** as a *store owner* and be a cutting-edge entrepreneur. Or be a financially-savvy *shopper* and learn to spot the best deals while maximizing the budget.
- Specialist Services - Offer the gift of healthy sight as an *Optometrist* at **Carl Zeiss & Nanyang Optical**, where they can give advice on how to select the right lenses and frames. Ensure their own eyes are in top condition with an eye check and learn how to care for their own eyes.
- Sports - Test their courage, confidence and hone their psycho motor skills as a *mountaineer* with **Camp Challenge**. Maneuver through obstacle courses and persevere in their quest for the summit.
- Health: Perform an oral hygiene health check to prevent cavities and flash a bright smile as a *dentist* at the **Sunstar Dental Clinic**.

In addition, visitors can enjoy authentic Indonesian cuisine in the **Warung M Nasir** cafeteria.

As a mark of their joint commitment, KidZania's 23 partners to date, gathered today to pledge to build a better world for our kids. The partnerships mirror experiences in a real city, offering realistic establishments and career choices for the children and brand exposure for the partners. KidZania Singapore targets to achieve 30 partnerships when it opens. Previously announced partners are: Pizza Hut, The Learning Lab, LoomiFunz, KFC, WTS Travel, Spritzer, Nickelodeon, PictureAir, Maybank, Discovery Networks Asia-Pacific, Yakult, Canon, The Soup Spoon, and Killiney Kopitiam.

KidZania Singapore will be operated by Rakan Riang Pte. Ltd., a joint venture company between Themed Attractions and Resorts Sdn. Bhd. and Boustead Curve Sdn Bhd. Themed Attractions and Resorts Sdn Bhd is a Malaysian company that invests in theme parks and family attractions such as KidZania Kuala Lumpur, LEGOLAND® Malaysia Resort, SANRIO HELLO KITTY TOWN, The Little Big Club and LAT's Place at Nusajaya in Johor, Malaysia. More details on KidZania Singapore are available at [www.kidzania.com.sg](http://www.kidzania.com.sg) .

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### **About KidZania**

KidZania is an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience targeted at kids. KidZania combines role-play with real life, creating a kid-centric city experience designed to educate and inspire kids; from arriving at the airport, to visiting a city centre to exploring the city streets. As in the real world, kids choose activities – such as being a police officer, doctor, journalist or a customer – and earn money, which they can then spend or save. KidZania operates just like a real city complete with buildings, paved streets, vehicles, a functioning economy, and recognisable destinations in the form of “establishments” branded by leading international and local brands. The facilities are designed to educate through experience, fostering the development of life skills, but from a kid’s perspective it is all about fun which truly epitomizes learning through play.

Essentially the fastest growing educational and entertainment brand in the world, KidZania has won numerous awards, having been voted “Best Theme Park Worldwide” by The Themed Entertainment Association, “Top Family Entertainment Centre of the World” by the International Association of Amusement Parks & Attractions (“IAAPA”), “Global Leisure Operator of the Year” by Retail and Leisure International and “Concept of the Year” by MAPIC.

KidZania Singapore is a subsidiary of Themed Attractions and Resorts Sdn. Bhd., the holding company incorporated in June 2009 to develop, manage and operate theme parks and attractions in Malaysia and Singapore.

## **About Themed Attractions and Resorts Sdn. Bhd.**

Themed Attractions and Resorts Sdn. Bhd., a wholly-owned subsidiary of the Malaysian Government's investment arm, Khazanah Nasional Berhad, was incorporated in June 2009 to develop, manage and operate theme parks and attractions in Malaysia, serving as a catalyst for the leisure and tourism industry and bringing premier international theme parks and attractions to the region. The theme parks include **KidZania Kuala Lumpur**, an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience; **SANRIO HELLO KITTY TOWN**, the first of its kind outside of Japan; **The Little Big Club**, a single themed attraction that is home to five popular global characters; and **LAT's Place**, a themed restaurant with live animation based on the popular Kampung Boy (Village Boy) character by famous local cartoonist, LAT. While **LEGOLAND® Malaysia Resort** – the sixth LEGOLAND in the world and the very first in Asia is owned by Themed Attractions & Resorts Sdn. Bhd., Iskandar Investment Berhad and Merlin Entertainment Group through IDR Resorts Sdn. Bhd., it is operated by Merlin Entertainments Group. Themed Attractions will also develop, manage and operate **KidZania Singapore**.

## Quotes from latest Industry Partners

### 1) Abbott

“Play is an important part of a child’s development and we believe that learning through play is a great way to expose children to science concepts. The Abbott Milk Factory is modelled after the Abbott Manufacturing Plant in Singapore where they will get to learn about the science and processes behind how growing up milk is made. While they go through the activities, they will also have the opportunity to discover the nutritional value and the role of growing up milk as part of a balanced diet.” – *Ms Hui Hwa Koh-Minjoot, Regional General Manager, Abbott*

### 2) Carl Zeiss

“In ensuring sustainable success of organizations, we must ensure we constantly create value at the heart of everything we do. At Zeiss, we believe value creation can be amplified further through partnerships as the world has become very networked and is more effective than doing by ourselves. The partnerships of ZEISS, Nanyang Optical and KidZania will for certain, enhance the value of understanding good vision care amongst the community and in particular with our children.” – *Mr Ven Raman, Managing Director for Carl Zeiss S.E.A.*

### 3) Nanyang Optical

“Serving you for more than 3 generations, Nanyang Optical is excited to be a part of this modern edutainment center, where children gets to experience working like an adult. We are proud to team up with Carl ZEISS, the international leader in the field of optics and optoelectronics, to bring the Optical retail experience to KidZania. We hope that the children have fun experiencing what is it like being an Optician and Optometrist, and also taking away with them healthy eye-care habits.” – *Mr Yang Wah Kiang, Chairman of Nanyang Optical*

### 4) Kiss92

“SPH Radio’s Kiss92 is excited to be part of KidZania as many of our young kiss fans who tune in to us daily with their parents, are able to experience how it feels to be a Kiss92 DJ. We love to make these little dreams come true and build their self-confidence as they go behind the mics. As Singapore’s only radio station targeting women and families, it is an opportunity for parent-child interaction as parents relive their child’s KidZania experience with Kiss92 while tuning in to the station.” – *Mr Sim Hong Huat – General Manager for Kiss92*

### 5) Sticky

“The working spirit at Sticky is, and will always be, quality. We are the first and original Australian rock candy store to grace the shores of Singapore in the year 2008. With more than a decade of experience with candy-making history in our brand, our confectioners are the most well trained, and professional candy makers working anywhere in the world today. The hand-made candy making process is fascinating to watch, and, when mastered by a skilled confectioner, can lead to beautiful and highly intricate designs. A captivating showcase of skill and an engaging

delight, watching lollies being made is the only way to truly appreciate what we do. If quality matters, Sticky has no substitute.” – *Mr Jamie Lim, Director, Sticky Singapore.*

6) 7-Eleven Convenience Store

“I am very excited for 7-Eleven to be part of this meaningful project as kids are allowed to take on actual roles that will equip them with essential skills needed for the future. The best way to prepare our kids for the real world is to let them experience it for themselves and KidZania provides just that opportunity. Through role-playing as an owner of a 7-Eleven store, kids will learn the ropes of the retail business and gain insights on what it takes to be an entrepreneur in the fast-paced convenience sector. As a shopper, kids will also come to realise the importance of budgeting and proper managing of finances, a good prelude to what they will have to face as adults.” – *Mr David Goh, Chief Executive Officer for 7 Eleven Singapore*

7) Sunstar

“Sunstar strongly believes that children will learn the importance of personal oral care from KidZania. We hope that each child will incorporate a strong sense of responsibility in taking care of their family’s oral health, like a dentist. In return, the family will be able to achieve better oral and systemic health and enhance the quality of life.” – *Mr Yoshihiro Kaneda, Managing Director & CEO, Sunstar Singapore*

8) Camp Challenge

“‘No challenge, no growth!’ Putting Kids through challenging experiences at a young age helps build self-confidence, develop their resilience and inculcate the spirit of adventure in them. These are essential life skills to navigate through the risks and uncertainties of the real world.” – *Mr Joey Ng, Assistant Director, Camp Challenge*

9) Warung M. Nasir

“Although we have been predominantly dishing out authentic Padang cuisine for the past 20 years, we will tweak our menu here at Kidzania to serve all. We will have something for everyone - parents, children, crew and stakeholders, without compromising on the quality of our food. Adults will enjoy our Padang and Asian cuisine while the kids will be able to enjoy our "happy food" like waffles and ice cream.” – *Ms Mona Leong, Director, Warung M Nasir*

**Issued on behalf of KidZania Singapore**

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