

FOR IMMEDIATE RELEASE

Set Your Creativity Free at KidZania Singapore

- *Inaugural **KidZ & Craft** lets kids unleash their artistic side with hands-on activities such as Paper Marbling, Seal Carving, Art Jamming and many more*
- ***KidZania Family Night** returns with a racing theme, as adults and kids bond through play*
- *KidZania wins **global award** for edutainment efforts, as it welcomes two new industry partners*



Singapore, 6 August 2018 – Look forward to new experiences this August and September for kids and adults alike at KidZania Singapore! From a series of crafting activities at **KidZ & Craft**, to the return of its well-loved **KidZania Family Night**, to two brand new role-play experiences, KidZania Singapore continues to rejuvenate its offerings at Singapore's largest indoor edutainment themed park.

Celebrating Artistic Creativity

From 8 August to 9 September, families can immerse themselves in crafting activities, from soap making to art jamming. Kids can also bring home their art masterpieces at KidZania Singapore's first **KidZ & Craft** event.

Exclusively from 8 – 12 August, visitors get to enjoy the special National Day themed edition of *KidZ and Craft*. The City will also be decked out in patriotic colours and decorations, and join in the National Day themed hourly City Clock Dance

KidZ & Craft activities include:

- ***Chinese Culture Art Booths by Golden International Holdings***
28 Jul – 20 Aug at the Main Square
Discover traditional Chinese handicrafts and master the art of inner painting and seal carving.
- ***Art Jamming by Muzart Learning Centre***
8 Jul – 9 Sep at the Main Square | \$30 for 2 canvases
Free flow expression takes flight as kids enjoy painting on canvases.
- ***Keychain making by Muzart Learning Centre***
8 – 31 Aug at the Main Square, 1 – 9 Sep at the Stadium
Kids can design and assemble their very own customised keychain.
- ***Plant Potting by GardenAsia***
8 – 31 Aug at the Main Square, 1 – 9 Sep at the Stadium
Families get to enjoy plant plotting together and learn useful tips on taking care of plants.
- ***Paper Marbling and Spin Art by Tueetor***
17, 24 and 31 August at the Main Square | \$10 per activity
Kids get creative with colours in different patterns on paper through paper marbling and spin art.
- ***Art Exhibition by Preschool Market***
1 – 9 Sep at the Stadium
Visitors can admire art pieces created from recycled materials by preschoolers and will get to vote for their favourite exhibit.
- ***Soap Making by Health Promotion Board***
1 – 2 Sep at the Main Square | For kids aged 4 to 12 years old
Learn all about soap making and practise the 8steps of proper handwashing.
- ***Mexican Fiesta by Mesxasing Association***
3 – 16 Sep at the Main Square
Dive into the Mexican culture by making fiesta crafts and mini piñatas.

For more information on KidZ & Craft, visit www.kidzania.com.sg.

Start planning your next visit to the kid-sized City by catching KidZania Singapore's **one day** online flash sale this National Day! Enjoy 25% OFF Adult and Kid Tickets, available on 9 August in limited quantities for 24 hours only.

Get Ready to Race your Way to a Night of Family Fun Night

KidZania Singapore Family Night races back on 1 September for all to role-play in activities together! Held from 6pm to 10pm, visitors can expect racing action, enjoy dance performances and stand to win the Best Dress Family Award. The family that comes dressed in their best racing outfits will stand to win attractive prizes worth over S\$470 from iFly Singapore.

Be sure to sign up for this night filled with fun, excitement, and family-bonding! Tickets start from \$43 for early bird purchases (until 31 August 2018).

Purchase your tickets now from: <https://kidzania.com.sg/events/category/events/>

New Role-play Experiences: Sleep Better and Get a Creative Makeover

Kids and adults can now have a makeover at the Makeup Studio by SkinSoul, which uses products that are 100% paraben-free and lead-free. Parents can take on the role of makeup artists with the kids as their models. Families who share their best makeover looks on SkinSoul's Facebook and Instagram page will stand a chance to win exciting prizes.

Kids can soon role-play as an Assistant Sleep Master at the Sleep Science Academy by Simmons. They will learn the importance of a good night's sleep and how to choose the right bed and neck pillow to support their sleeping postures.

Thanking the Ones Who Bring Out the Best in Us

As a Teacher's Day tribute, all educators can visit KidZania Singapore for free! From 31 August to 9 September 2018, each educator is entitled to one (1) Complimentary Adult Ticket upon presenting their Educators' Staff ID at the redemption counter at KidZania Singapore.

Educators can also enjoy the *Buy 2 Kids, Get 1 Adult Free* promotion from 10 to 30 September 2018. Valid for onsite purchases only, educators who present their Staff ID at the KidZania Singapore Ticketing Counters will be able to enjoy the promotion.

KidZania wins “Best Edutainment Platform” Award

Last month, KidZania received an award for the “Best Edutainment Platform” at the Global EduTech Awards. The awards ceremony was part of the 7th edition of the World Education Congress (WEC) 2018 held in Mumbai, India.

The WEC also hosted the Global Awards, a ceremony that appraised leaders who have made relevant contributions in the field of education. KidZania’s Director of Education, Dr. Ger Graus was awarded the ‘Education Leadership Award’ for his work in spreading KidZania’s pedagogical approach and the benefits of experiential learning, which aims to encourage, develop, and reinforce children’s expertise, skills, and values through role-play.

The accolades acknowledge KidZania as a leader in education and an establishment that is committed to children’s development all over the world.

"KidZania Singapore is committed to create and support learning frameworks that highlight children’s individuality, broaden their knowledge and help them become responsible global citizens who can effect positive changes. We regularly refresh our offerings and foster new partnerships to create an environment where kids can freely explore their aspirations and work towards their goals and dreams,” said Mr Leong Yue Weng, KidZania Singapore’s General Manager.

For more information on KidZania Singapore and updates on its latest events and activities, check out www.kidzania.com.sg and facebook.com/KidZaniaSingapore.

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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 pilot, 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.

Being one of the fastest growing educational and entertainment brands 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 Resorts & Hotels Sdn. Bhd., the investment holding company responsible for the development, management and operations of various hospitality and attraction destinations in Malaysia and Singapore.

ABOUT THEMED ATTRACTIONS RESORTS & HOTELS SDN. BHD.

Themed Attractions Resorts & Hotels Sdn. Bhd. is an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations. Established by the Malaysian Government’s strategic investment fund, Khazanah Nasional Berhad, TAR&H serves as a catalyst for the leisure and tourism industry by bringing premier world-class hotels, resorts, golf courses and attractions to the region.

Its current key investment portfolio comprises **Desaru Coast** – an integrated destination resort, **LEGOLAND® Malaysia Resort** - the sixth LEGOLAND in the world and the first in Asia, **KidZania Kuala Lumpur & KidZania Singapore** - an indoor family education and entertainment centre, **Marina Walk Puteri Harbour** – a quay side lifestyle retail and family entertainment complex, **SANRIO HELLO KITTY TOWN** – the first of its kind outside of Japan, **Thomas Town** – an indoor theme park that features the famous Thomas & Friends® characters on multiple themed rides and **Hotel Jen Puteri Harbour** at the luxury waterfront of Puteri Harbour, Iskandar Puteri, along with the award winning **The Datai Langkawi** and the first Els Club in Southeast Asia – The Els Club Malaysia, located in two stunning destinations – **The Els Club Teluk Datai** and **The Els Club Desaru Coast**.



Working with renowned global and local partners and brands, TAR&H aims to be the leading Leisure & Tourism Group bringing world-class destinations to South East Asia, creating over 15,000 jobs.

Issued on behalf of KidZania Singapore

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