

FOR IMMEDIATE RELEASE

**Uncover the truth of *The Lost Carnival* at
KidZania Singapore's inaugural Halloween event – *SpookyTown***

Singapore, 4 October 2018 – This Halloween, families can look forward to embark on a spooky fun night adventure and unravel the truth behind a mysterious explosion at SpookyTown's annual carnival.



For eight select nights from 26 October to 6 November, kids and parents can look forward to an evening of spooks and thrills with family-friendly games and fun at the internationally award-winning edutainment theme park, KidZania Singapore.

The entire City will be transformed to an abandoned town as part of its inaugural Halloween event, SpookyTown. SpookyTown follows the years since a mysterious explosion caused by the town's famous alchemist Dr. SpookZ, took place at the town's annual carnival. After the explosion, most of the town citizens disappeared, except for SpookyTown's Mayor Fabiola. To uncover the truth of the town citizens' disappearance, Mayor Fabiola is recruiting brave souls to help solve the mystery of The Lost Carnival, to bring the lost citizens back, and restore fun, peace and happiness to SpookyTown.

Please refer to Annex A for SpookyTown: The Lost Carnival key visual.

SpookyTown is planned as a series of mysterious events surrounding SpookyTown, where families can look forward to unfold different stories each year.

A night of SpookZ and Thrills for everyone

Set out on a mission to uncover the truth of The Lost Carnival, help find the citizens, and enjoy a host of fun-filled activities throughout town.

SpookyTown event highlights include:

- ***Carnival Games along the City Streets***
Take part in carnival games for both parents and the little ones.
- ***Forgotten Garden at the Fashion Boutique***
Venture into the Forgotten Garden to help reverse the curse that has befallen SpookyTown's resident farmer.
- ***Height of Fright at the Mountaineering School***
Only for the brave ones! Scale the Height of Fright by completing various obstacles above the city streets. Brave heroes who make it through the obstacle course will get to collect treats.
- ***House of Antiques at the Kindergarten***
Take a breather and keep the little ones engaged with balloon sculptures at the Safe Zone.
- ***Party Zone (Meet-and-Greet) at the Driving Streets***
Join the party and groove to the beat with the citizens of SpookyTown during their meet-and-greet session.
- ***SpookZ Alley (Trick-or-Treat) at the Shopping Alley***
What's Halloween without trick-or-treat? Oust your way through riddles and games to collect candies.
- ***SpookZ Crafts at the Gallery Level with MuzArt***
Get creative and DIY spooktacular crafts.
- ***SpookZ' Lab (Storytelling) at the Chiropractic Clinic***
Learn all about Dr. SpookZ and his achievements from his assistant at his very own SpookZ' Lab.
- ***Theatre Shows by Académie of Stars***
Head to the Theatre and enjoy a short film titled "PrankStar", where kids play tricks on each other, but they start hearing unexplainable voices from nowhere – who can it be? Or catch the talent academy's protégés performing "A Thriller Kind of Show", a song and dance item that will make you shudder in rhythm!
- ***The Rehabilitation Centre (Haunted House) at the Stadium***
A make-shift centre set up for citizens who were affected by the explosion. Brave heroes are needed to assist and comfort the citizens.

- ***The Lost Townsfolk (Storytelling) at the Climbing Building***

Find out what transpired during the fateful explosion from a citizen of SpookyTown.

What's more, families decked out in their spookiest best will stand a chance to be spotted for the Best Dressed Awards. Attractive prizes will be given out to the Best Dressed Family each night!

"This is the first time KidZania Singapore is organising our own Halloween event. Halloween has been known as a scary affair, with most of the night activities more suited for teens and adults. As one of the leading edutainment for families in Singapore, we wanted to create a safe yet fun night for families to be able to enjoy and bond. We have therefore curated an original storyline based on a series of mysterious events surrounding SpookyTown, where kids are free to roam the streets during nightfall, do trick or treating, dress up and just have fun. Kids and parents, the fate of SpookyTown: The Lost Carnival is now in your hands, and I am confident you can help to solve this mystery!" said Mr Leong Yue Weng, KidZania Singapore's General Manager.

SpookyTown: The Lost Carnival

Event Dates:	Friday to Sunday, 26 to 28 October 2018 Friday to Tuesday, 2 to 6 November 2018
Time:	6.30pm – 10.30pm
Venue:	KidZania Singapore, Palawan Kidz City 31 Beach View, #01-01/02, Singapore 098008
Ticket prices: (per Kid aged 3 and above, Adult or Senior Citizen)	\$43 (Advanced Purchase until 3pm on event day) \$48 (On-site Purchase)

Each ticket holder will be entitled to one free welcome drink from Bon Café and up to six complimentary gameplay at any carnival game stall.

For more information on *SpookyTown: The Lost Carnival*, like and follow [facebook.com/SpookyTownSG](https://www.facebook.com/SpookyTownSG). For more information on KidZania Singapore and updates on its latest events and activities, check out www.kidzania.com.sg and [facebook.com/KidZaniaSingapore](https://www.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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Annex A

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