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## **WORLD'S LEADING EDUTAINMENT CENTRE CONTINUES GROWTH IN SINGAPORE**

*KidZania Singapore introduces eight more educationally enriching partners in preparation for the opening in 2015*

In its bid to introduce a realistic educational environment to children and parents, the leading experiential edutainment brand, KidZania Singapore officially announced its eight new industry partners, bringing it to a total of 14 educationally enriching partners since its first announcement ceremony in 2013.

Consisting a good mixture of both local and international brands, the partnership announcement today will provide children ages 4-14 years the opportunity to role-play professions at the edutainment centre.

The partners and new role-play activities offered are:

1. **KFC** – the world's largest chicken restaurant chain and the leader in Singapore's Quick Service Restaurant Industry.

*Children who visit the KFC Restaurant will play the role of a KFC Crew member, learn the importance of hygiene in the Food & Beverage Industry, prepare a KFC meal and bring it home to enjoy!*

2. **The Learning Lab** – Singapore's leading provider of academic enrichment and tutorial services for primary, secondary and integrated program students, offers premier educational programs in English, Chinese, Mathematics, as well as the Biological and Physical Sciences at the pre-school, primary, secondary and pre-tertiary levels.

*The Learning Lab University will be the gateway for children to acquire distinguished academic credentials. Armed with these prestigious qualifications, they earn extra kidZos at selected establishments.*

3. **LoomiFunz** – visionary green technology environmental provider and innovative manufacturing company in Singapore for safety paint systems and glow in the dark capabilities.

*Children at the LoomiFunz Painting School will get to unleash their creative flair on the Mural Wall or take home their very own KidZania painting – all created with paint that glows in the dark!*

4. **Nickelodeon** – now in its 35th year globally and 16th year in Asia, is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family.

*Visitors to the Nickelodeon Acting Academy and Theatre will get to role-play as their favourite Nickelodeon characters. The aspiring thespians will be able to attend acting classes at the Acting Academy, wear the character outfits and then perform for an audience at the Theatre.*

5. **PictureAir** – a leading Pictureworks product that innovates digital imaging and multimedia services for mobile, vending kiosks and theme parks. With offices in seven countries, Pictureworks is a proud homegrown establishment.

*Together with Canon, Pictureworks aims to capture the best memories of visitors in KidZania Singapore, with photo printing services for visitors to purchase in the form of photographs, stamps and even key chains.*

6. **Pizza Hut** – started in 1958, it is the leading pizza and pasta offerings restaurant of today serving Singapore for more than 30 years.

*Young chefs will get to knead and shape pizza dough, add on their favourite toppings, before sending it to be baked at the Pizza Hut Restaurant. They will also get to pack their pizza into boxes to take home and enjoy with their family!*

7. **Spritzer** – Malaysia's largest bottled water producer with products ranging from natural mineral water to carbonated fruit flavoured drinks.

*The Spritzer Bottling Plant offers children the chance to play the role of an engineer, learn safety and hygiene matters, how natural mineral water is made, and the ingredients and processes that the water has to go through before it is bottled and dispatched.*

8. **WTS Travel** – Singapore's forefront travel agency with 25 years of operations and one of the country's largest fleet owner in the Travel & Tours industry.

*At the WTS Travel Counter, visitors can choose to be either a Tour Guide or purchase a ticket to be Tourist for an in-depth city tour of KidZania Singapore. Each tourist is allowed to be accompanied by one adult to go on the tour with them, however the adult will also need to purchase a ticket. This is one of the few activities that parents can participate with their children.*

“Unlike other theme parks, KidZania Singapore does not have any rides. The core theme and its close relationship with brands enhance the experience of educational entertainment, also known as edutainment. KidZania Singapore brings the experience to life through role-playing activities in a kid-sized city that emulate the workings of a real city. Features include realistic establishments; from banks to radio stations, and career choices from pilots to chefs, all of which are available to assist children realise their potential and develop real life skills,” said Yang Mulia Tunku Dato’ Ahmad Burhanuddin, Managing Director and Chief Executive Officer, Themed Attractions and Resorts Sdn. Bhd. and Governor-General of KidZania Malaysia and Singapore.

In response to the recent topic of injecting creativity into the education system of Singapore, he also mentioned that KidZania Singapore will work very closely to fulfil its mission of providing the highest quality of realism in the edutainment experience. “One of our key highlights is the integration of real world experiences through role-playing activities. The partnerships we forge will create a more authentic and immersive angle for kids to understand what it takes to be the role in real life,” he said.

The theme park is slated to open in 2015 with an estimated total of at least 30 plus industry partners, which will be made up of leading multinational and local brands. In the form of “establishments”, the facility will contain real world businesses, products and services such as shops, restaurants, utilities, health and safety entities and factories. Similarly in the real world, children who perform “jobs” are either paid in KidZania’s local currency; kidZos, for their work, or they pay to shop, be entertained or to learn a new skill.

“The blending of retail and entertainment is a key trend in the coming years and that’s what makes the KidZania concept unique. KidZania is the originator of the role-playing edutainment concept. It offers fully integrated, detailed and realistic environment for children and families,” he added.

KidZania Singapore is built and owned by internationally renowned Themed Attractions and Resorts Sdn. Bhd, a Malaysian company that specialises in themed 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.



*The official industry partners' announcement ceremony by KidZania Singapore, flanked by their RightZKeepers - Urbano and Vita (left to right)*

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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 aged 4 to 14 years. 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” sponsored and 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.

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**.

### **Statement from Industry Partners**

#### **KFC**

“KFC is delighted to be part of this exciting and novel edutainment destination – KidZania Singapore! Here, kids will have hands on experience in preparing our tasty chicken and burgers that have been delighting Singaporeans for over 30 years!” – *Ms. Virginia Ng, Senior Marketing Director, KFC*

### **The Learning Lab**

“We are honored to be selected as the only education industry partner at KidZania Singapore, joining the likes of Microsoft University and similar corporations at KidZania cities around the world. The Learning Lab has long employed role-play, simulations and case-studies as strategies to nurture future leaders. In this, we have found great affinity with the high quality activities that KidZania is known for. Just as we help our real-world students excel, dream big and become world-ready, the opportunity to do the same within the functioning economy of KidZania is tremendously exciting,” – *Mr. Nigel Sim, Vice President at TLL*

### **LoomiFunz by Maxi Greentech**

“Children are dreamers and visionaries, and we see how creativity will realize the full potential of their development. We are excited to be part of this dream making process in enabling children to put what they see and think into beautiful pictures by colouring their lives. Through the painting school in KidZania Singapore, we encourage creativity in young children to open up their imagination and by enhancing their personal development in life,” – *Mr. Jeremy Chng, Director of Maxi Greentech*

### **Nickelodeon**

“Nickelodeon is all about creating surprising and playful entertainment experiences everywhere we go. Where better to bring this to life than at KidZania Singapore! This expanded collaboration with KidZania Singapore, which first started in Malaysia, will allow us to not only grow our brand presence, but offer kids in KidZania Singapore a fun and interactive role-play experience at the Nickelodeon Theatre and Acting Academy, featuring storylines based on fan favourites such as SpongeBob SquarePants and Teenage Mutant Ninja Turtles. We hope to help boost the confidence levels in the young participants and help fan the passion of these aspiring young actors who will one day have a positive impact in the communities they live in,” – *Mr. Vishal Kurien, Vice President, Advertising Sales, Southeast Asia, Viacom International Media Networks*

### **PictureAir by Pictureworks**

“We are excited to partner with KidZania in their Singapore operations as the preferred imaging solution provider. Building on the knowledge and skills acquired from our partnerships with other KidZania locations worldwide, we are certain that we can capture and deliver memories of our guests through an enriching and immersive experience with our innovative solution,” – *Ms. Jenny Tay, Chief Operating Officer, Pictureworks*

### **Pizza Hut**

We are really pleased to be part of KidZania Singapore. With its edutainment concept, children are able to understand not only the science behind the making of our pizzas but also have fun in making their own favourite Hawaiian pizzas” - *Ms. Juliana Lim, Senior Marketing Director for Pizza Hut*

### **Spritzer**

“We are proud and honoured to be associated with a platform that provides children a very realistic educational entertainment experience in Singapore. It is a venue that allows us to impart our knowledge on the most important commodity in the world; water. We believe that education is key to managing water issues such as shortages and poor quality. The saying, “we are what we drink”, reinforces the fact that the key to good health is consuming good quality water. SPRITZER, a silicon-rich natural mineral water brand, is produced and bottled out of a vast 330 acre natural mineral water resources site surrounded by lush tropical rainforests greenery. With KidZania Singapore as our partner – we are able to take a step further in teaching the leaders of tomorrow the importance of environmental impact towards our water source and its value in keeping the world constantly hydrated,” - *Dr. Chuah Chaw Teo, Executive Director, Spritzer*

### **WTS Travel**

“We believe that educating children of today must not be confined to the conventional methods such as reading books, writing more essays and indulging in the internet. The need to travel to other countries allows children to explore different cultures, living environment etc. Partnering with KidZania Singapore allows us to introduce children to feel and learn how they can benefit by seeing the world in a different light,” – *Mr. Sia Chao Cong, Micker, Managing Director of WTS Travel*