



**For Immediate Release**

**WORLD'S FASTEST GROWING FAMILY ENTERTAINMENT PHENOMENON COMING TO SENTOSA**

**Official Announcement Ceremony - *Working Together for a Better World***

**Singapore, 24<sup>th</sup> January 2013** – KidZania, the world's fastest growing family entertainment phenomenon, is coming to Sentosa Island in Singapore. Today, at the Official Announcement Ceremony in Singapore, the innovative indoor attraction was confirmed as the centrepiece of the new multi-million dollar redevelopment at Palawan Beach. KidZania Singapore will cover an area of 7,600 square metres (more than 80,000 square feet).

Unlike other theme parks, KidZania does not feature any rides. Instead, KidZania combines role playing with real-life experiences in a kid-sized city to provide unique "edutainment" fun. By creating a child-centred community experience, KidZania Singapore is set to educate, empower and inspire 4 to 14 year olds by replicating the real world, scaled to a child's size, in a safe and self-contained city environment.

As in the real world, children choose professions and activities, such as being a police officer, doctor, journalist, scientist, mechanic or even a sushi chef, and earn money which they can then spend or save in a bank account. KidZania operates just like a real city complete with buildings, paved streets, vehicles, and a functioning economy with its own currency. The experience is made entirely authentic and true-to-life through partnerships with leading multi-national and local companies. Through each activity, children gain hands-on experience of adult professions and learn about how the world works. They also learn valuable skills such as financial literacy, team work and independence.

At today's Official Announcement Ceremony, the presentation of a "Grant of Privilege" document by the President and Chief Executive Officer of KidZania, Xavier López Ancona, confirms the creation of KidZania Singapore. The document entrusts Themed Attractions and Resorts Sdn. Bhd., and the Sentosa Development Corporation, with building a new KidZania city in accordance with the universal values of KidZania. It



states that the three parties will be “Working Together for a Better World”, a take on KidZania’s tagline, “Get Ready for a Better World”.

Xavier, who founded the company in Mexico, said of his brainchild: “I wanted KidZania to use the timeless and universal childhood activity of role-playing to remind children that life is about options and to reach as high as possible. I believe KidZania can promote change, inspire global citizenship and build strong community awareness amongst our children through an experience that is hands-on, engaging, educational, and most importantly, fun.”

When KidZania opened in 1999, Xavier originally expected 400,000 visitors per year. Because of its strong appeal, the projected number of annual visitors soon doubled to 800,000. The KidZania concept has since experienced rapid global growth and now has 11 locations, across 4 continents in 8 countries, including Tokyo, Dubai, Seoul and Lisbon. Together with KidZania Singapore, a total of 13 locations are under development in Bangkok, Kuwait, Jeddah, Moscow, Mumbai, Sao Paolo, Manila, Istanbul, Cairo, London, Bussan and Qatar. To date, KidZania has welcomed over 26 million visitors worldwide and enjoys 516 Industry Partners.

The authenticity brought by the partnerships with real-world corporations is a key reason for KidZania’s success. As well as offering children enrichment through role-playing, KidZania attracts strong corporate investment because it is seen as a unique opportunity. KidZania offers partners the chance to give children interactive learning experiences by sharing their expertise in their respective fields. By adding to the realism of the experience, KidZania’s partners also benefit from a revolutionary brand experience and gain unparalleled exposure.

KidZania is being brought to Singapore by Themed Attractions and Resorts, a wholly-owned subsidiary of Malaysia’s Khazanah Nasional Berhad. Themed Attractions opened KidZania Kuala Lumpur in February 2012 and has received more than 400,000 visitors to date.

Tunku Dato’ Ahmad Burhanuddin, Managing Director and Chief Executive Officer of Themed Attractions said: “KidZania has had such success because it is a ‘win-win-win-win’ proposition. Children are able to role-play and have fun in an enriching environment. Parents will be pleased that their children are being entertained while they are learning in a safe and stimulating setting. It’s good for schools because KidZania Singapore will offer valuable life-



learning away from the classroom, and a memorable destination for school trips. Finally, while helping to create KidZania's authentic atmosphere, real-world businesses get unique and unparalleled exposure."

He added: "Through the interactive experience at KidZania Singapore, Industry Partners are able to engage with children at an early age by giving them the opportunity to be immersed in realistic role-play that may help to set the benchmark for their future ambitions. We would like to welcome both Singaporean and international brands to join the KidZania family and be part of a world class theme park phenomenon."

KidZania Singapore is central to Themed Attractions' objective of developing, managing and operating attractions that are family orientated, such as its recently opened theme parks in Iskandar Malaysia. Themed Attractions and Sentosa Development Corporation share the strategic goal of promoting quality family bonding time in attractions with unique concepts. KidZania Singapore will complement the vision of Palawan Beach as a destination for the whole family. Its cityscape will be Singaporean in flavour and offer children a role-play experience that is uniquely tailored to Singapore.

KidZania Singapore will be designed to appeal to both the domestic Singaporean market as well as international tourists. Mike Barclay, Chief Executive Officer of Sentosa Development Corporation said: "KidZania's unique offering will draw local families as well as tourists who are constantly seeking new and fun learning experiences for their children. It will complement the other attractions we have at Palawan Beach in Sentosa, which has been designated as an area for family-friendly leisure activities. We are delighted to partner with Themed Attractions and Resorts on this project and leverage their strong expertise in running themed attractions targeted at children. We look forward to jointly presenting a refreshing KidZania Singapore experience on Sentosa Island."

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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. 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.

### **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; LEGOLAND® Malaysia - the sixth LEGOLAND to be built in the world and the very first in Asia; 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. Themed Attractions will also develop, manage and operate KidZania Singapore.

### **About Sentosa**

Sentosa is Asia’s leading leisure destination and Singapore’s premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operations of the various leisure offerings and management of the residential precinct on the island. The Corporation also manages the Southern Islands, and owns Mount Faber Leisure Group which runs Singapore’s only cable car service.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore’s first integrated resort, Resorts World Sentosa, which operates South East Asia’s first Universal Studios theme park.



Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. Offering Singapore's only truly oceanfront residences, Sentosa Cove is fast becoming the world's most desirable address.

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Since 2006, Asia's richest national open, the annual Barclays Singapore Open, has teed off on The Serapong with star-studded line-ups featuring international players and golf professionals from Asia, Europe and the USA playing to nail-biting finishes.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play.

**For further information, please contact:**

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**Familiarisation Day:**

Themed Attractions would like to invite Singapore-based media and their families to experience KidZania for themselves. If you would like to join the familiarisation day trip to KidZania Kuala Lumpur on Sunday 3<sup>rd</sup> February 2013 please contact:

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