



FOR IMMEDIATE RELEASE

## **KidZania Singapore showcases Concepts and Activities for Agencies and Corporates to Take-Over a City**

**Singapore, 26 July 2016** – KidZania Singapore, part of the world’s fastest growing family edutainment attraction, held its first ever corporate event showcase for, event specialists, corporate partners and travel agencies yesterday.

Held within the City, the event showcased 5 thematic venues available for corporate bookings, including the recently launched Stadium, as well as sample concepts and activities suited for adults.

Participants also had a first-hand experience of the role-play activities available for adults, which can be customised to best fit event objectives such as teamwork creation, skills development, confidence building, and knowledge acquiring. Role-play activities, which are mainly open exclusively to kids during normal operations, offer adults the opportunity to fulfil their childhood aspirations.

With more than 60 role-play activities available and spanning over 7,600 square meters, KidZania Singapore offers a unique out-of-the-box venue option for incentive-based events including Cocktail Receptions, Corporate Team Building, Corporate Dinner, Family Days, Parties, Talks, Product Presentations and Networking Sessions.

Fully air-conditioned, the indoor City is also opened 7 days a week, and organizers can book any of the 5 thematic venues in the City for both day or night functions, for a minimum group size of 30. Organizers of larger groups of between 100 to 1,500 guests could even “take-over” the entire City for their exclusive use. The 5 thematic venues include:

Venue Options	Seating Capacity	Standing Capacity
Main Square	200	300
Airport	150	250
Theatre	100	-
KidZania Stadium	80	120
3 uniquely themed Party Rooms	35-60 per room	-



Said Mr Leong Yue Weng, General Manager of KidZania Singapore, “As Singapore continues to thrive as the MICE hub in the region, event specialists are always on the look-out for venues and activities that achieve event objectives in a fun and unique way. KidZania Singapore is more than just an event space – we deliver a working city complete with a working economy, realistic city elements, and role-play activities. Our award-winning edutainment concept is now made available to adults as well, offering the opportunity for them to relive their childhood dreams as they bond with their colleagues.”

For more information on KidZania Singapore’s customised corporate programs, corporate planners and companies can contact [celebrate@kidzania.com.sg](mailto:celebrate@kidzania.com.sg) or check out <https://www.kidzania.com.sg/corporate-events/> for more details.

### **Operating Hours and City Buy-Out**

Sundays to Thursdays: 10am to 5pm

Fridays and Saturdays, School Holidays, Eve of and Public Holidays: 10am to 8pm

City Buy-Out of KidZania Singapore is available from 10am – 10pm daily

**-END-**

### **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.

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 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 - Malaysia's first integrated luxury destination, LEGOLAND® Malaysia - the sixth LEGOLAND in the world and the first in Asia, KidZania Kuala Lumpur & KidZania Singapore - an indoor family education and entertainment centre, 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, Nusajaya, along with the award winning The Datai Langkawi and the first Els Club in Southeast Asia – Els Club Teluk Datai in Langkawi. The Els Club Malaysia will add two more championship golf courses to its stable with the opening of Els Club Desaru Coast and Els Club Desaru Valley, both located in 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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