

FOR IMMEDIATE RELEASE

CELEBRATE THE YEAR-END BY LEARNING THROUGH PLAY AT KIDZANIA SINGAPORE

- *Set healthy resolutions, understand the value of empathy, and bond with your kids through an exciting trio of events*
- *New activities in the City as KidZania Singapore welcomes new Industry Partners*

Singapore, 16 November 2017 – Exams are over and it's time to celebrate! KidZania Singapore, part of the world's fastest growing family edutainment phenomenon, announced a trio of year-end in-park programmes to bring different experiences for families to enjoy during this school holidays.

From 17 November – 10 December, kids can start making healthy New Year resolutions as they learn more about healthy living at **KidZ & Health**. On 9 December, the City opens for an evening of early **Christmas Family Fun** for Adults and Kids to bond through role-play activities. As the festive season draws near in December, the City will be decked out in yuletide cheer as part of **Memories Through Time: Hope**, held from 11 December to the end of the year. Festive activities will be in store to encourage kids to learn about values such as care and empathy, and give back to the community.

Kids can also look forward to a wider range of activities as KidZania Singapore adds four new Industry Partners as part of its on-going efforts to refresh the visitor experience.

Set your New Year resolutions for a healthier 2018

KidZania Singapore presents **KidZ & Health**, where kids are encouraged to set their New Year resolutions early for a healthier year ahead. The 3-week long event will allow kids to establish the foundation for optimal health and learn about the importance of healthy living through play.

KidZ & Health activities are based on five key pillars of healthy living: shopping healthily, practising personal hygiene, healthy dining, doing health checks, and getting active. Kids can collect stamps when they role-play at relevant establishments, and exchange them for an exclusive KidZania Singapore goodie bag or kidZos, KidZania Singapore's currency.

Activities include an immersive virtual reality experience to help kids understand why they should pay attention to their bodily pain and symptoms, and the importance of early detection. They can receive a complimentary spinal scan or participate in a giant snakes & ladders floor game to learn about the importance of staying active.

Date: 17 November – 10 December 2017

Time: 10am – 6pm

Please refer to *Annex A* for more information on KidZ & Health.

Families Bond and Learn through Play

Have a jolly good time at ***Christmas Family Fun***, where families can role-play and learn together in the City. For one night only, adults will be able to participate alongside their kids for all activities, including those which do not have an adult component during normal park hours. Adults can have a first-hand experience in understanding the way kids get to learn as they enjoy the activities, as well as the enriching takeaways each activity offers.

Date: Saturday, 9 December 2017

Time: 6 – 10pm

| Ticket Type | Purchase Period | Bundle (1 Kid & 1 Adult) | Additional Pax |
|--------------------|------------------------|-------------------------------------|-----------------------|
| General Admission | 9 Dec 2017 | S\$88 | S\$45 |
| Advance Purchase | Now till 8 Dec 2017 | S\$72 | S\$36 |

Let empathy come alive this Christmas

Memories Through Time, KidZania Singapore’s year-end event, returns for its second year this December with a theme of Hope. Apart from the festive decorations, Memories Through Time presents activities to encourage kids to share their joy by giving back to the community.

Kids can take part in a ‘Giving Hope’ Donation Drive and contribute gifts while enjoying the Christmas festivities. Kids can use the kidZos that they earn to buy gifts to donate to other children in need, and add on a meaningful message along with their gift. These gifts are generously donated by KidZania Singapore’s Industry Partners.

Visitors can also look out for life-sized Snowmen located in the City, specially decorated by the City’s Industry Partners as well.

Date: 11 – 31 December 2017

Time: 10am – 6pm

Kids can enjoy new role-play activities with the addition of four new Industry Partners

Kids can look forward to new role-play activities as KidZania Singapore welcomes four new industry partners: NETS, True Chiropractic, Tuas Power and Tueetor.

- NETS Kiosks: To better understand the role of cashless transactions, kids can try out the NETS Kiosks and earn 10 more kidZos.

- Mobile Charging Kiosks: Tuas Power has provided mobile charging stations conveniently located around the City for visitors to charge their mobile devices.
- Chiropractic Clinic: Kids can conduct chiropractic checks and learn the importance of good body posture with True Chiropractic Group
- Training Agency: Kids can role-play as Training Consultants at the Tueetor Training Agency, as they match the training needs of kids based on their interests or desired professions.

“The end of the year is a great time for families to come together to bond and take a look at what they have done this year, and to chart new beginnings for the year ahead. With a line-up of fun and meaningful events, as well as new Industry Partners in the City, KidZania Singapore is excited to present new family-friendly activities to do and support experiential out-of-classroom learning. We hope to encourage families to share their hopes and joy with the less privileged, as they celebrate the festive season here in KidZania Singapore,” said Leong Yue Weng, General Manager, KidZania Singapore.

Year-end Specials

Enjoy a Zuper special deal when you visit KidZania Singapore from now to the end of the year: Purchase 1 Kid ticket and enjoy 50% OFF 1 Adult ticket! What’s more, visitors can enjoy a second visit to KidZania Singapore from 1 January to 15 February 2018 by simply topping up \$19 per Adult or Kid ticket*!

Check out other events and promotions [here!](#) **Terms apply*

For more information on KidZania Singapore and to book tickets online, 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.

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, 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

For media enquiries on KidZania Singapore, please contact

Lim Wee Ling / Elynur Saad / Joanne Tham

M: +65 9768 6827 / +65 9118 1915 / +65 8125 7990

E: weeling@asiaprwerkz.com / elynur@asiaprwerkz.com / joanne@asiaprwerkz.com