

FOR IMMEDIATE RELEASE



CELEBRATE THE YEAR'S BEST MOMENTS AT KIDZANIA SINGAPORE THIS FESTIVE SEASON

- *Series of festive activities this December for kids and parents in the kid-sized city*
- *KidZania Singapore announces new Industry Partner; kids can role-play as an Eco-Flooring Design Consultant*

Singapore, 28 November 2016 – KidZania Singapore, a kid-sized city that is part of the world's fastest growing family edutainment phenomenon, announced its festive year-end plans for its inaugural year. For the month of December, kids and adults can take home memorable moments and participate in Christmas-themed in-park activities – from a Christmas City Parade, carolling to creating their own Christmas Snow Globes.

More activities are in store for kids looking to try out different professions. Evorich, a home-grown flooring company, will work with KidZania Singapore to offer kids the opportunity to be a Eco-Flooring Design Consultant.

Memories Through Time at KidZania Singapore

KidZania Singapore encourages all to come celebrate Christmas by remembering and reflecting their best KidZania moments this year. Titled “Memories through Time”, the activities will run from 1 to 31 December 2016. Kids and parents can join in a Christmas City Parade dressed in Christmas wear, or join in yuletide joy with our Carollers. They can score a selfie at the Photo Booth, or meet KidZania's RightZKeepers and Santa Claus at the Main Square at 11:40am and 2:55pm daily. In addition, they can also create their own Christmas Crafts and Snow Globes at the Christmas Workshop.

Kids can experience special role-play activities at selected role-play establishments at KidZania Singapore that have been recreated with joyous Christmas flair.

In the spirit of giving, kids will also have the chance to walk away with a pair of return air tickets to London by Qatar Airways and exclusive KidZania Singapore prizes by sharing their Best KidZania Moment at the Christmas Tree in KidZania Singapore.



More Activities to Explore and Learn through Play

Kids can also look forward to a brand new role-play activity with Evorich, KidZania Singapore's newest Industry Partner. EVORICH instils long-standing commitment towards advocating a healthier living environment in every home through hassle-free installation of eco-friendly floors, decks and wall products.

At the Eco-Flooring Design Studio, kids can role-play as Eco-Flooring Design Consultants and explore the importance of taking care of our Mother Earth through careful selection of the latest Eco-Floor and Eco-Wall Tiles to style and transform their home.

With close to 40 Industry Partners in KidZania Singapore offering a wide range of role-play experiences, kids can explore and discover other interesting role-play experiences such as the Film Studio with Discovery Networks Asia-Pacific, Petrol Station with ExxonMobil Asia Pacific Pte Ltd or invest in the power of knowledge at the University with The Learning Lab.

"The Christmas season is a time to give, and here in KidZania Singapore, our Industry Partners help to bring this value, among others, to life in a fun and realistic way. Over the past seven months, we have worked with schools to complete close to 300 learning journeys in the city, and have also hosted more than 50 charities and community initiatives. With new partners on board, we hope to continue to create meaningful and memorable moments for kids and adults alike to cherish for years to come," said Leong Yue Weng, KidZania Singapore's Mayor and General Manager.

Best suited for children aged 4 and above, KidZania Singapore is a realistic indoor city which focuses on realism and learning skills and values through role-play. Activities are developed in consultation with child education experts and supported by real-world brands, to complement school learning experiences. 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 – 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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