



FOR IMMEDIATE RELEASE

KIDZANIA SINGAPORE TO BRING MORE EDUCATIONAL ROLE-PLAY OPPORTUNITIES TO CHILDREN AND ADULTS

- *Back-to-Kidz event extended as a regular night programme*
- *New Industry Partners join the kid-sized city*
- *KidZania Singapore goes into a shopping mall for the first time to share concept of learning through play*
- *30% off walk-in tickets for all Kids aged 4 - 17 in April, as KidZania Singapore turns one this month*

Singapore, 7 April 2017 – KidZania Singapore, part of the world’s fastest growing family edutainment phenomenon shared updates on its in-park and out-of-park activities, as it turns one this month. From a regular night programme just for adults, new Industry Partners, to a showcase in the heart of town, KidZania Singapore ramps up its offerings as a unique destination for adults and kids to learn through play.

KidZania Singapore’s signature **Back-to-Kids** event for adults will now be held on a regular basis from April onwards, in response to popular demand. The *Back-to-Kids* event offers adults the unique opportunity to relive their childhood ambitions through more than 40 different real-world professions, and enjoy a night out with friends as they navigate through the City. Each *Back-to-Kids* event will be set apart by different themes - the upcoming session on 28 April 2017 will take on a “Back-to-School” uniform theme, and adults are encouraged to come in their school uniforms and relive their old school days with their ex-schoolmates.

To raise awareness on how realistic role-play can educate children as they have fun, KidZania Singapore will bring its role-play activities out of the City and into public spaces. For the first time ever, KidZania Singapore will be having an extensive showcase called **KidZania Go!** at Plaza Singapura for 10 days, from 14 to 23 April 2017, 11am – 9pm at the Level 1 Main Atrium.

Shoppers will get to experience selected role-play activities available in the City – including being part of the Cabin Crew at the Aviation Academy and as Telematch Participants at the Stadium. The little ones can also look forward to an express makeover at the Makeup Atelier, a 3D floor sticker photo opportunity by the Peranakan Museum, and also participate in daily stage programmes and games. KidZania’s RightZKeepers (caretakers of the ideals that the nation of KidZania upholds) Urbano and Vita will also make daily meet-and-greet



appearances. Shoppers can also stand a chance to win prizes from KidZania Singapore and its Industry Partners, and check out exclusive ticket promotions.

Celebrating its First Birthday with New Partners, a Birthday Party, and Special Promotions

KidZania Singapore welcomed two new Industry Partners (IPs) – **Evorich Flooring Group** and **Network for Electronic Transfers (NETS)**. Kids can role-play as an Eco-Flooring Design Consultant at the Eco-Flooring Design Studio to complete a house by laying different types of Eco-Floor and Eco-Wall tiles while understanding the advantages of using eco-friendly materials at home.

With NETS, kids will experience the benefits of cashless transactions in everyday life, and receive even more kidZos on every visit. Located all around the City, the NETS kiosks will allow kids to top up 10 extra kidZos into their Bank Account on each visit to KidZania Singapore.

In celebration of its first birthday, KidZania Singapore will also have a series of exciting activities from 7 to 23 April. This includes an “I ♥ KidZania” Wall for kids to inspire others by sharing their dreams and aspirations on the wall, and an educational KidZania Quest where kids will receive an exclusive goodie bag when they have successfully explored the City for answers to their quest on KidZania’s culture and heritage.

A birthday party will also take place on Sunday, 9 April 2017 at 2.25pm, and visitors can look forward to stages games, attractive prizes, meet-and-greet and photo moments with KidZania’s RightZKeepers, cake cutting, and balloons that will be filled with surprises from KidZania Singapore’s IPs.

“One year on, KidZania Singapore has taken in the feedback of adults and children alike, and we are evolving to better suit the needs of families locally as well as in the region. We have implemented more parent-child role-play activities within the park, to encourage parents to take a more active role in their kids’ education process, and are extending our signature *Back-to-Kids* event as a regular night programme in response to positive feedback from the adults who have attended our earlier two sessions. As an industry player who champions the importance of Learning through Play, we have also started our *KidZania Go!* series of outreach efforts to encourage more parents and guardians to gain a better appreciation and understanding of the KidZania concept” said Mr Leong Yue Weng, KidZania Singapore’s General Manager.

As part of turning one, KidZania Singapore will extend a special treat to all kids. During the month of April kids aged 4-17 will enjoy 30% off their walk-in tickets and tickets can be



purchased over the ticketing counters at KidZania Singapore for visits on any day except public holidays.

Parents of B.KidZanian CitiZens, KidZania's loyalty programme, will also enjoy 30% off their walk-in tickets (limited to 5 sets of One Adult and One Kid tickets per admission), and is valid daily until 26 May 2017 except public holidays. To enjoy the discount, kids must present their B.KidZanian PaZZports at KidZania Singapore's ticketing counters for verification. B.KidZanian recognises its most loyal guests as B.KidZanian CitiZens, who are rewarded with exclusive privileges, invitations to special events, and additional perks such as saving or earning extra kidZos.

For more information on KidZania Singapore, 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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Annex 1: Fun Facts and Figures About KidZania Singapore

KidZania Singapore

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1ST BIRTHDAY

CELEBRATE BEING A KIDZANIAN

KidZania Singapore

1

1ST BIRTHDAY

CELEBRATE BEING A KIDZANIAN

KidZania Singapore

TURNS ONE!

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Check Out Our FUN KidZania Singapore Facts!

Zank-U for your support!



59% 41%

Radio and Documentary programmes recorded

29,000



40% 60%

Pilots who went places together

60,000



55% 45%

Burgers, Pizzas and Soups made by kids

83,500

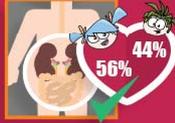


13 : 87

GIRL BOY

Soccer players who kicked off to better health

26,300



56% 44%

Successful kidney transplants completed

25,000



KidZos Spent **3,000,000**

KidZos Saved in their savings account **4,400,000**

KidZos Earned **5,200,000**



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Annex 2: 19 Parent-child Activities Available in KidZania Singapore

Establishment	Kid's Roles	Adult's Roles
Art Studio	Artisan	As Artisans alongside their kids
Aviation Academy	Cabin Crew	As Passengers receiving in-flight service from their kids
Bank Vault	Cash Officer	As Assistant Cash Officer to help their kids prepare, deliver and protect the CitiZens' money to ensure they reach their destinations safely
City Parade	Parade Performer	As Performers alongside their kids
Coach Station	Tour Guide	As Tourists on board the tour bus
Convenience Store	Junior Cashier / Store Assistant	As Customers shopping in the store
Courier Service	Courier	As Assistants to help their kids navigate the City
Hospital (A&E)	Paramedics	As Casualties receiving treatment from their kids
Imaging Academy	Photographer	As Stylists assisting Photographers in their shoot
Makeup Atelier	Customer	As Makeup Assistants delivering makeover service to their kids
Milk Innovation Lab	Food Scientist	As Food Scientists assisting their kids with food safety and quality checks
Mountaineering School	Mountaineers	As Mountaineers alongside their kids
Newspaper Edition	Newspaper Delivery Crew	As a Newspaper Delivery Crew to help their kids navigate the City
Pizza Shop	Pizza Chef	As Pizza Chefs making pizzas with their kids
Stadium	Soccer Player	As Spectators to cheer their little ones on
Theatre	Model	As Audience of the fashion show
Theatre	Performer	As Audience of the performance
Water Quality Assurance Plant	Water Delivery Crew	As a Water Delivery Crew to help their kids navigate the City
Window Washing	Window Washer	As Window Washers alongside with their kids