

FOR IMMEDIATE RELEASE

## **Start the Year with New Learning Opportunities and More Reasons to Return to KidZania Singapore**

- *Our highly-anticipated Annual Pass is now available for B•KidZanian citiZens*
- *We have special activities and promotions to enjoy this Lunar New Year*
- *Learn the importance of Spinal Health as kids get to take on the job as an Assistant Chiropractor*

**Singapore, 25 January 2018** – In conjunction with the new year celebration, various fun-filled activities and new developments have been lined up by KidZania Singapore, part of the world's fastest growing family edutainment brand. In response to visitors' feedback, KidZania Singapore launched an Annual Pass for kids, with unlimited visits and special privileges for Annual Pass holders. Kids can also check out the new *Chiropractic Clinic* within the city, or dive into the Lunar New Year celebratory activities.

### **Unlimited Learn-through-Play Opportunities all year round**

KidZania Singapore Annual Pass offers kids unlimited day admission to their favourite kid-sized city for a full year from the date of activation. In addition, they can enjoy exclusive privileges such as dining and retail discounts, S\$200 off the Zuper Party Package during their birthday month, and the purchase of discounted tickets for up to 10 accompanying kids and adult guests.

The Annual Pass is now available at a special introductory price of S\$238 (U.P. S\$288) exclusively for B•KidZanian citiZens, our loyal members, for a limited period only.

### **Be an Assistant Chiropractor, Take Charge of Your Spinal Health**

Kids can now get a chance to learn about the importance of good posture and having a healthy spine and nerve system at the newly open Chiropractic Clinic, by the True Chiropractic Group, in KidZania Singapore. As an Assistant Chiropractor, kids will conduct posture screenings and spinal stress tests, as they pick up useful tips on strengthening exercises and improving their posture.

## **An Auspicious start to the Year of the Dog with a series of Themed Activities**

As the most important Chinese festival nears, the kid-sized city will be decked out in joyous festive decorations. Kids can look forward to fun activities, from game booths to craft workshops, from 8 to 27 February 2018. These include:

- **Origami Craft Workshop:** Kids can learn how to fold origami dogs, fortune cookies, and other Lunar New Year items to decorate their homes with.
- **Hongbao Design Competition:** Kids can design their very own unique red packets and take part in the Instagram contest with the hashtag #KZSGhongbao to stand a chance to win prizes.
- **Zodiac Bingo Game:** Pick up a bingo card with the 12 Chinese Zodiac and look out for the Chinese Zodiac animal displayed outside participating establishments. Receive a signature from the Supervisor whenever a role-play activity at the participating establishment is completed. Simply form a Bingo line and redeem extra kidZos!
- **Lunar New Year City Parade:** Celebrate the New Year with a special rendition of the City Parade featuring our beloved RightZKeeper Bache, because it is his year!

## **Ticket Promotions & Prosperity Bundle**

Look forward to receive a hongbao with an additional amount of 20 kidZos inside when the ticket purchase is made using NETS! Valid from 8 to 27 February 2018 for walk-in purchase at KidZania Singapore's ticketing counters, while stocks last!

Families can also purchase the *Prosperity Bundle* which consists of 1 Adult and 1 Kid bundle tickets at just S\$80 (U.P. S\$93). Valid from 8 January to 27 February 2018, visitors can purchase their tickets online by entering the promo code <KZSG80>, or walk in to KidZania Singapore's ticketing counters to purchase them. Visitors can also redeem a pack of KidZania Singapore's exclusive hongbaos with a minimal purchase of S\$80 on tickets, while stocks last!

The city is also bringing back the *After School Fun* promotion which allows kids to visit KidZania Singapore on school days, from 2pm onwards, at a discounted rate. Valid for walk-in redemption at KidZania Singapore's ticketing counters only, each kid ticket costs S\$36 and each adult ticket costs S\$22.

## **A New Look for KidZania**

On a global level, KidZania unveiled a refreshed corporate image with a new logo. The new logo symbolises KidZania's vision as a modern and evolving brand, while preserving the iconic KidZania colours. The refreshed corporate image is a result of a complete year of extensive research and collaboration with country franchises, brand image consultants and visitors.

“Moving into our second year, KidZania Singapore doubles up on its efforts to offer new opportunities for kids through new industry partners, activities, and offerings. We are delighted by the strong support from families and look forward to continue to play an active role in supporting their kids' learning journeys. The Annual Pass is one of the ways we hope to encourage parents and kids to make full use of the learning opportunities while having fun, as often as they wish,” said Mr Leong Yue Weng, KidZania Singapore's General Manager.

For more information on KidZania Singapore and updates on its latest events and activities, check out [www.kidzania.com.sg](http://www.kidzania.com.sg) and [facebook.com/KidZaniaSingapore](https://facebook.com/KidZaniaSingapore).

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