



MEDIA RELEASE

FOR IMMEDIATE PUBLICATION

**KIDZANIA SINGAPORE CELEBRATES NATIONAL DAY WITH
ITS 20,000TH B.KIDZANIAN CITIZEN**



Mang Yi Lin (莽依琳), 11 years old, receiving a giant B.KidZanian PaZZport from Mr Leong Yue Weng (right), General Manager of KidZania Singapore and Urbano (left), KidZania's RightZKeeper who upholds the "right to know"

Singapore, 9 August 2017 – KidZania Singapore, part of the world's fastest growing family edutainment phenomenon, welcomed its 20,000th B.KidZanian CitiZen as the City celebrates Singapore's 52nd birthday. To mark this milestone, one of the five RightZKeepers (caretakers of the ideals that the nation of KidZania upholds) of KidZania, Urbano, presented Mang Yi Lin, 11, with a token of congratulation for being the 20,000th member.

B.KidZanian is KidZania's loyalty programme to reward young visitors at its cities. KidZania Singapore is among one of the 14 KidZania Cities to offer the B.KidZanian membership programme. Available for sign-ups by parents for their kids aged below 17 years old, B.KidZanian CitiZens are rewarded with exclusive privileges, invitations to special events, additional perks such as saving or earning extra kidZos, and discounts for birthday party packages. B.KidZanian CitiZens also enjoy special discounts at KidZania Shops and on ticket prices during KidZania Singapore events, including the recent KidZania Singapore's First Birthday Party where they enjoyed a whopping 30% discount.



“My sister recommended that we visit KidZania Singapore, as she had an enjoyable time in KidZania Tokyo. KidZania Singapore is a new and famous attraction, so I am excited to try out the activities here. We tried being a Burger Chef and after remembering the steps, I will try and cook at home! I’m looking forward to being a pilot and joining the fashion show, as well as using the B.KidZanian PazzPort in other KidZania cities,” said 11 year-old Mang Yi Lin, who is a student.

“KidZania Singapore has set out to define the edutainment concept to encourage kids to learn through play, in a highly realistic city setting. Since we opened in April 2016, we have seen kids and their families coming in for repeat sessions, as they have fun while learning through play at over 60 role-play activities. We are delighted to see the strong support for the B.KidZanian programme, which allows visitors to get more privileges here, as well as in other KidZanian Cities beyond our shores,” said Mr Leong Yue Weng, General Manager of KidZania Singapore.

There are three levels of citiZenship – Naturalised, Distinguished and Honourable. As B.KidZanian CitiZens, kids will receive their very own PaZZports to collect stamps when they have completed various role-play activities in KidZania Singapore and participating B.KidZanian Cities overseas. With every 30 stamps collected, they are upgraded to the next level of citiZenship where they will enjoy even more discounts and privileges. A parent or guardian is required to be present at the point of enrolment. A one-time registration fee of S\$22 is applicable per kid.

For more information on KidZania Singapore, check out www.kidzania.com.sg and facebook.com/KidZaniaSingapore.

-END-

Issued on behalf of KidZania Singapore

For media enquiries, please contact Asia PR Werkz

Lim Wee Ling / Elynur Saad

M: +65 9768 6827 / +65 9118 1915

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

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.