



For Immediate Release

KidZania Singapore Kicks Off Inaugural “Kids for a Greener World” Program

- *Kids for a Greener World opens at KidZania Singapore today with the unveiling of a unique art installation to celebrate Mother Nature.*
- *Kids and parents get to create their own turtle hatchlings together from recycled materials. Kids can also join in on an “eco-edition” of the City Parade, and earn extra kidZos in selected role-play activities.*
- *\$25 discount off usual prices for every set of 2 Adult + 2 Child tickets for Mondays to Thursdays this June holidays.*

Singapore, 11 June 2016 – Big dreams start here in KidZania Singapore, and this June holidays, kids will be in full force to share their love for our Earth, right in their very own city! KidZania Singapore, along with its Green Partner, GardenasiaKids, kicks off the inaugural “Kids for a Greener World” program today.

From 11 to 26 June, the City of KidZania Singapore will be bustling with new activities and programs centred upon the theme of biodiversity to highlight the splendour of the world’s natural habitats, and show kids how they can play their part in caring for the environment while engaging in fun activities.

To mark the start of the first day of Kids for a Greener World today, KidZania Singapore and GardenasiaKids, along with over 90 children from Nanyang Kindergarten, came together to unveil a giant “turtle hatchling” eco-art installation.

Pieced together with recycled materials contributed by various Industry Partners of KidZania Singapore, the giant “turtle hatchling” was also adorned with hand-written messages by 300 students of Nanyang Kindergarten and Faith Kindergarten on what they had learned in class about the impact of human action and pollution on sea turtles.

Designed and installed by Gardenasia’s eco-designer Jian Wen and eco-artist Didier Ng, the art installation, originally 3.5m x 4m, will grow in size week after week as kids contribute their turtle hatchlings to it. To contribute to the art installation, kids can work alongside their parents at the activity area at the Main Square to make their own turtle hatchlings using recycled materials.

Playing their Roles for the Environment

An “eco-edition” of the City Parade will be conducted daily and kids can join in with a specially choreographed “environment cheer” with musical instruments made out of plastic bottles. Recruitment for the Eco City Parade starts from 4.55pm daily for all interested kids to participate.

During the entire duration of the Kids for a Greener World campaign, children will get to earn extra kidZos at the Documentary Studio, Newspaper Edition, Radio Station, Traditional BBQ Meat Store and Water Quality Assurance Plant, and even save 2 kidZos to become a mountaineer at the

Mountaineering School. At the Documentary Studio and Newspaper Edition, children will also embark on role-play experiences which have been refreshed specifically for this campaign.

Weekend meet-and-greet sessions with GardenasiaKids characters, Titoy and Morchoo, round up the host of new activities and programs designed to educate children on environmental awareness and to remind them of the importance of protecting Mother Nature.

Said Mr Leong Yue Weng, General Manager of KidZania Singapore, “We have received strong response to our young city after opening for just over a month. We are pleased to welcome guests for the June holidays with our first signature programme, Kids for a Greener World. Adults can take the opportunity to work alongside kids in handicrafts and also educate them on the concept of biodiversity and its relevance, right here in Singapore.”

Kids for a Greener World is an annual program in KidZania globally, which aims to educate kids to take better care of the environment they live in through fun edutainment activities. The event is free, while regular admission charges to KidZania Singapore apply.

Special Weekday Deals for Families

During the June holidays, KidZania Singapore has extended its operating hours to 9am to 7pm daily, in view of strong public response to the park.

In appreciation for the support, KidZania Singapore announced a Mon-Thurs promotion in line with the June holidays. From now till 22 June 2016, visitors get to enjoy \$25 off usual ticket prices for a set of 2 Adult + 2 Child tickets (usual price \$186), for park visits from Mondays to Thursdays. To enjoy this discount, members of the public can enter the promo code <KZWS25> when purchasing their tickets online¹.

For more information on Kids for a Greener World programme and purchase of tickets, please visit <https://www.kidzania.com.sg/events-and-promotions/> or KidZania Singapore’s official Facebook page <https://www.facebook.com/KidZaniaSingapore>.

¹ Ticket redemptions are valid till 23 Jun 2016, and can be redeemed on Mondays to Thursdays only. The promotion is valid for online purchase only and not to be used in conjunction with other offers, discounts or promotions, including online discounts. Regular Sentosa Island admission still applies. Tickets bought are non-exchangeable and non-refundable, and are valid only at KidZania Singapore. Other park rules and regulations apply.

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., (formerly known as Cameron Highlands Holdings 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.

About GardenasiaKids Pte Ltd

GardenasiaKids is the educational arm of Gardenasia. GardenasiaKids' mission is to impart an appreciation of our natural environment and rural heritage. This credo of environmental awareness is supported through innovative and immersive workshops. Through innovative programme, GardenasiaKids' ambassadors, Titoy and Morchoo provide their own special brand of learning opportunities for the children and youth of Singapore to discover the path less trodden in our urban metropolis – the rural heritage, and to bring them a little closer in appreciating nature in Singapore.

Issued on behalf of KidZania Singapore

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