



FOR IMMEDIATE RELEASE

## **KidZania Singapore Starts Kids on Learning Through Play at Early Childhood Exhibition 2017**

Singapore, 3 October 2017 - KidZania Singapore, together with community partner the Singapore Civil Defence Force (SCDF), will bring the excitement and leadership values of a firefighter to life at the Early Childhood Exhibition 2017. Held on 6 and 7 October 2017 at Suntec Singapore Convention & Exhibition Centre, KidZania Singapore will transform its booth into a kid-sized Fire Station which offers children an opportunity to step into the shoes of a firefighter and glean life skills and values through play.

Organised by the Early Childhood Development Agency (ECDA), the Early Childhood Exhibition 2017 serves as a platform for early childhood professionals, community and industry partners, as well as parents with young children to share and learn more on how to support children's learning and development. They will also pick up practical tips and innovative ideas to cultivate positive values and character-building in children. Kids who role-play as firefighters at the KidZania Singapore booth will learn about a fireman's training process, how they put out flames in buildings, and also what to do during a fire emergency. Kids can also enjoy other fun-filled fringe activities at the booth.

"As an award-winning international edutainment brand that focuses on learning through play, KidZania Singapore is delighted to return to the Early Childhood Exhibition. Together with our industry partner SCDF, we hope to take a novel approach to help nurture young leaders at an early age. Through our realistic role-play activity at the Fire Station, we hope kids can become more courageous and confident, and heighten their sense of emergency preparedness. These are qualities that good leaders possess, and we hope the kids can pick up and bring away with them as they take on the role-play," said Mr Leong Yue Weng, General Manager of KidZania Singapore.

Admission is free for the Early Childhood Exhibition 2017. For more details on KidZania Singapore, check out [www.kidzania.com.sg](http://www.kidzania.com.sg) and [facebook.com/KidZaniaSingapore](https://facebook.com/KidZaniaSingapore).

### **KidZania Singapore at the Early Childhood Exhibition 2017**

Booth:	E4
Date:	6 October (Fri) & 7 October (Sat) 2017
Time:	8.30am to 5.15pm
Venue:	Suntec Singapore Convention & Exhibition Centre, Level 4
Fee:	Free for the general public (including grandparents and parents with young children aged 6 years and below)

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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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