



FOR IMMEDIATE RELEASE

## **KIDZANIA SINGAPORE TO SHOWCASE RESOURCES FOR LEARNING THROUGH ROLE-PLAY AT EARLY CHILDHOOD CONFERENCE 2016**

- *Kid-sized City brings role-play activities out for educators and the public to sample the KidZania experience*
- *KidZania Singapore to share insights with educators on experiential learning and opportunities to customise activities to complement curriculum-based education*

**Singapore, 30 September 2016** – KidZania Singapore, part of the world’s fastest growing family edutainment attraction, brings its activities out of the City and shares insights on learning opportunities through role-play at the Early Childhood Conference 2016 (ECC 2016). The 2-day conference and exhibition, organised by the Early Childhood Development Agency, is held at Suntec Singapore Convention and Exhibition Centre from 30 September 2016 to 1 October 2016.

ECC 2016 will see a number of local and overseas early childhood experts share insights on the best practices and research developments on early childhood matters.

To date, KidZania Singapore has hosted more than 12,000 teachers and students from 154 local and international schools, including over 100 pre-schools. This is the first time that the kid-sized City is participating at this education-focused event.

Educators as well as members of the public can check out KidZania Singapore’s booth (Booth C) at ECC 2016’s exhibition space. Two mini role-play areas, a Nursery and a Candy Shop, have been created to give visitors a sampling of the role-play activities available in the City. Kids can take on the responsibility to care for babies at the Nursery, or showcase their creative flair by being a Candy Visual Merchandiser and put up attractive candy displays. Visitors can also look forward to special appearances from KidZania’s RightZKeepers, celebrated citizens of KidZania who are caretakers of the City’s ideals.

Educators can also speak with KidZania Singapore team members if they wish to find out more about formulating an interactive out-of-classroom lesson plan. Visitors who are keen to find out more about KidZania Singapore can purchase tickets on-site with attractive promotions, while adults can book tickets for a one-night-only Back-To-Kidz



event on 14 October, when adults can relive their childhood dreams and try out the role-play activities in the City.

KidZania Singapore will also share its insights on supporting the local curriculum's needs through edutainment as part of the conference programme. As a global leading player in experiential learning, the KidZania experience supports the application of experiential learning in an out-of-classroom environment. From developing realistic theming to incorporating lesson objectives into a fun experience, KidZania Singapore will share how they can provide a platform for kids to inculcate good habits and values, and pick up essential skills not easily learnt through books. The take-aways each child will have from KidZania Singapore will be unique, based on the choices they make, for instance, real-world skills like financial literacy, decision-making, social interaction, and other life skills that can be gleaned from each activity.

Said Mr Leong Yue Weng, General Manager of KidZania Singapore, "ECC 2016's theme this year says it well – Enriching Childhood: It Takes a Village. The growing up years for children are critical for them to pick up skills, values and good habits. It is also a time when they need a safe environment to learn and play, and dream big. KidZania Singapore is pleased to partner and support local educators to achieve these objectives. By sharing our experiences in the conference, we look forward to continue to work hand-in-hand with educators, parents and children to nurture our future generation."

Entry to the exhibition is free for the general public, while tickets for the conference are available only to early childhood practitioners.

### **Early Childhood Conference 2016**

Date: 30 September – 1 October 2016

Time: 9am to 5.15pm

Venue: Suntec Singapore Convention & Exhibition Centre Halls 401 – 402

KidZania Singapore's Booth: Booth C

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