



FOR IMMEDIATE RELEASE

PLAY AS ONE NATION AT KIDZANIA SINGAPORE THIS AUGUST

- Families and kids get to enjoy a series of exciting in-park activities from 1 – 13 August
- 52% off second Kid ticket till end August
- Back-to-Kidz returns with a National Day themed edition

Singapore, 20 July 2017 – Stand proud as One Nation that plays as hard as we work. This August, KidZania Singapore offers unique play opportunities for Singaporeans and everyone who loves the lion city. KidZania Singapore will be offering National Day themed activities for kids at the realistic kid-sized city from 1-13 August. The adults-only Back-to-Kidz event will return with a special National Day edition only on 4 August 2017.

Relive your childhood and celebrate Singapore's birthday with Back-to-Kidz



Adults role-playing as a Burger Chef at KidZania Singapore

The ever popular Back-to-Kidz returns on 4 August for adults to celebrate Singapore's 52nd birthday in KidZania Singapore! Open for guests aged 17 and above only, the Back-to-Kidz National Day Edition offers an evening out for adults to gather their colleagues, friends and loved ones to role-play together as they show love and pride for our island nation.

Guests can round up three other buddies to enjoy a special Buddies Bundle promotion, and come dressed creatively in red and white for a chance to win the Best Dressed competition.

Date: Friday, 4 August 2017

Time: 6pm to 10pm

Venue: KidZania Singapore, Palawan Kidz City, 31 Beach View #01-01/02, Singapore 098008



Price: General Admission (Walk-in Purchase) on 4 August: S\$58

Advance Purchase (till 3 August): S\$48

Buddies Bundle (Buy 3 get 1 free) from (till 3 August): S\$174 (U.P. S\$232)

Kids celebrate Singapore's 52nd birthday with a series of activities

The kid-sized city will offer special themed activities for kids from 1 to 13 August during its general operating hours. Activities include:

- **City Parade:** Celebrate National Day with a special rendition of the City Parade, and dance to heart-warming National Day songs in a specially choreographed National Day dance at the City Clock. City Parade runs daily at 2:45pm, and dance schedule is available at the City Clock establishment.
- **Discover Singapore and Win:** Look out for fun facts of Singapore which will be placed all around the City, then take part in KidZania Singapore's Facebook Contest to stand to win exclusive prizes!
- **Pledge your wishes for Singapore and Ink your love for Singapore:** Kids can their best wishes on cut-outs and pledge their wishes for Singapore on the Pledge Wall at the Main Square. Guests can also get a temporary National Day tattoo.
- **Support Local and earn extra kidZos:** Kids will earn 2 extra kidZos when they work at role-play establishments run by home-grown brands. They include: Accident & Emergency, Coach Station, Fire Station, Makeup Atelier, Mountaineering School, Operating Theatre, Optical Shop, Peranakan Museum, Police Station, Radio Station, Soup Kitchen, Traditional BBQ Meat Store, and University.

Date: 1 – 13 August 2017

Time: 10am to 6pm

Venue: KidZania Singapore

Price: Activities are free, but General Admission ticket prices apply (range from S\$25 to S\$58).

Great Value Promotions throughout August (24 July – 31 August 2017)

Value-for-money deals offer a great lesson in financial literacy, and KidZania Singapore will offer promotions for both its admission tickets as well as its B.KidZanian membership.

Families can enjoy 52% off the second Kid ticket (U.P. S\$58) from 24 July to 31 August 2017, except Public Holidays. The tickets are valid for walk-in redemption at KidZania Singapore's Ticketing Counters only and not to be used in conjunction with other offers, discounts or promotions.



Kids who are keen to sign up as a B.KidZanian CitiZen, KidZania's loyalty programme, can enjoy 35% off the membership sign-up fee (U.P. S\$22) from now till 31 August 2017. With more than 20,000 members in KidZania Singapore, B.KidZanian recognises its most loyal guests as B.KidZanian CitiZens, who are rewarded with exclusive privileges, invitations to special events, and additional perks such as saving or earning extra kidZos.

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