

## **Media Release**

**For Immediate Release**

### **Celebrate and Explore Singapore's Heritage at KidZania Singapore this March and April**

- *Learn more about Singapore in the inaugural KidZ & Heritage as Singapore's bicentennial commemoration heats up*
- *Celebrate KidZania Singapore's third Birthday with the BIGGEST 3-year-old Party*
- *Kids can have a taste of tradition with the city's newest Industry Partner, Fragrance*

**Singapore, 13 February 2019** – Hop onto a cultural education journey with KidZania Singapore, the world's fastest growing family edutainment attraction, as families enjoy and celebrate Singapore's shared heritage through fun activities at the inaugural *KidZ & Heritage* event.

The kid-sized City also celebrates three years of fun with the BIGGEST 3-year-old party whereby kids aged 3 years old can enter the City for free from 12 to 21 April 2019. KidZania Singapore welcomes its newest Industry Partner, Fragrance, to join the city as well.

### **Re-live the colourful Heritage of Singapore**

From 16 March to 21 April 2019, KidZania Singapore celebrates Singapore's progress and achievements as part of its inaugural *KidZ & Heritage* event, with activities and opportunities that shine a spotlight on Singapore's founding and development.



*KidZ & Heritage* event highlights include:

- **Chinese Dance Performance by PCF Sparkletots @ Pioneer Blk 987D on 13 April (Saturday), 1:45pm at the Main Square**  
Visitors on 13 April 2019 (Saturday) will be treated to a unique art form that showcases the beauty, vibrancy, and diversity of the Chinese culture.
- **Colouring Activity by Milkcananime along the City Streets**  
Express your creativity and add colours to a heritage-themed colouring sheet.
- **Heritage Photo Booth by Canon Singapore at the Main Square**  
Dress up as early settlers of Singapore and pose for a Kool photo! What's more, snap your best moments at the Heritage Photo Booth and post it on Facebook and Instagram with the hashtags **#KZSGxCanon** **#KidZandHeritage** and stand to win a Canon Pixma TS8270 (worth S\$299)!
  - *Each family can receive a free 4R-sized photo printed with Canon Pixma TS8270 (Limited to the first 50 families daily).*
- **Heritage-themed Role-play Activities at the Courier Service, Newspaper Edition, and Imaging Academy**  
Kids can write a heritage-themed story as a Journalist, deliver Golden Peony rice sacks as a Courier, or go on a heritage photo trail as a Photo Journalist.
- **'History of Singapore' Trivia Hunt around the City**  
Kids can put their knowledge of Singapore's history to the test as they look for clues and complete a trivia quiz to redeem extra kidZos!
- **'I Am a Muz-Artchitect' Drawing Competition by MuzArt at the Main Square**  
From 16 March to 14 April, kids can get creative and express themselves through art by taking part in MuzArt's drawing competition. There'll be different categories for kids aged 3 to 6, 7 to 9, and 10 to 12, with attractive prizes up for grabs, including free art classes and KidZania Singapore tickets! Winners of each category will be announced on 21 April (Sunday).
- **Traditional Old School Game Booth by AAG at the Main Square**  
Take part in traditional old school games and win a chance to have a go at the kidZos Grabbing Machine!
- **Trishaw Experience around the City**  
Kids can travel around the City in one of Singapore's earliest mode of transport – a trishaw! Don't forget to visit the Imaging Academy to redeem a free photo from the photographers.  
**Minimum Age Requirement:** 7 years  
**Price:** S\$5 for 15 mins (S\$10 deposit required)  
*- Head to the KZ Cafe to purchase a ride.*

To mark KidZania Singapore's third birthday, kids who visit the City in April will receive a limited edition debit card, while stocks last.



**Celebrate KidZania Singapore's third Birthday with the BIGGEST three-year-old Party & welcome KidZania Singapore's second batch of CongreZZ Members**

Come April, KidZania will celebrate its third birthday by offering free Kid admission to three-year-olds daily from 12 to 21 April 2019! Kids will need to present their identification to enter the city, and terms and conditions apply. Besides the *KidZ & Heritage* event highlights, visitors can look forward to a special birthday rendition of its City Parade on 20 and 21 April at 1.30pm.

KidZania Singapore will also inaugurate its second batch of CongreZZ members on 20 April. Through an intensive three-month selection process, up to 20 kids aged 7 to 12 years have been selected to form the national legislative body of KidZania Singapore, for a term of one year. During the inauguration, the pioneer batch of CongreZZ members will hand over the reins of office to the newly selected CongreZZ members. Since taking up the role last year, CongreZZ provided a conducive platform for the young minds to discuss key topics concerning the citiZens of KidZania, as well as take part in specially curated activities.

As an ode to three, come in a group of three to enjoy 30% OFF Kid and Adult admission tickets throughout April!



“As we enter into our third year in the business of edutainment, we are looking into ways to better equip our young with both hard and soft skills as they learn through play. 2019 is Singapore’s bicentennial year, we believe that kids are never too young to start learning and appreciating our history and cultural heritage. *KidZ and Heritage* provides the perfect platform to showcase our strength in learning through realistic role-play while leveraging on Singapore’s multi-cultural history to allow kids to better understand the times of old in a fun and engaging way,” said Mr Leong Yue Weng, KidZania Singapore’s General Manager.

### **A Taste of Tradition in the City and Other Upcoming Programmes**

Kids can discover the rich history behind the taste of traditional BBQ Meat and learn how the meat is cooked using charcoal, as KidZania Singapore welcomes its newest Industry Partner, Fragrance.

In addition, non-stop learning fun with KidZania Singapore awaits families in the year, with in-City programmes related to Zoology and Innovation, and the return of the successful Camp KidZania, a holiday overnight camp programme during the March and June school holidays. Plus, expect more KidZania Go! roadshows that aim to bring the edutainment experience out from the kid-sized City to public spaces. More details will be shared closer to the date.

For more information on KidZania Singapore and updates on its latest events and activities, 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.

Being one of the fastest growing educational and entertainment brands 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.

**Issued on behalf of KidZania Singapore**

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