



PRESS RELEASE

For Immediate Release

Get Ready for Kiztopia – Singapore’s Biggest Indoor Edutainment Playground In A Shopping Mall, to Open at Marina Square

The 18,000 square feet fun utopia for kids aged 12 years and below aims to develop new skills through play – with a cast of 11 original animated characters and 18 play zones, including a café.



SINGAPORE, 14 May 2019 – Kiztopia, Singapore’s latest innovative edutainment park, is set to launch in Marina Square on 15 June 2019. Hosting a roster of unique and exciting experiences suitable for children aged 12 years and below, Kiztopia is the first edutainment paradise in Singapore that is themed around its very own Intellectual Property (IP) registered characters. It is also the company’s first venture in Southeast Asia outside China, that builds on the concept of interactive learning through active play.

Boasting a large 18,000 square feet space, Kiztopia is the biggest edutainment playground housed in a shopping mall, that is divided into 18 different play areas. Each play zone is designed with specific learning objectives in mind for the little ones to cultivate their social, emotional, and motor skills. To encourage parents to interact with their kids at the park and foster a stronger parent-child bond, each admission pass accounts for the entry of one child and one adult.

Building on its motto, “*Play to Learn, Learn through Play*”, the endless fun-filled park also has its own curated educational programmes and facilities; this includes an indoor driving school, role play rooms, Augmented Reality (AR) studios with arts and sports content, function rooms, and even its own themed café.

Liana Raffort, Managing Director of Kiztopia, said: “At Kiztopia, we are big advocates of playing to learn, and learning through play. We have specially designed and curated all our activities and facilities to provide great sources of stimuli and fun, so that children are kept



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entertained and engaged as they learn. Kiztopia is also Singapore's first edutainment park that comes with its own unique mascots featured at each multi-sensory play space, with its own dedicated learning objectives. The idea is to encourage free and purposeful play that has an important role in the overall physical, cognitive, and socio-emotional developments of a child."

"Marina Square is a destination for both locals and tourists, with concepts that appeal to the entire family. We are pleased to have Kiztopia as one of our latest attractions, adding to the variety of 'edutainment' and activity-based experiences in Marina Square," said Ms Chan Yien Mei, General Manager of Marina Centre Holdings Private Limited.

Meet the 11 Unique Characters of Kiztopia



Helping the park are 11 original characters that are developed by Kiztopia – **Dr. Chen**, **Mark** the monkey, **Chichi** the chick, **Tiger**, **Raby** the rabbit, **Bell** the bear, **Pepe** the pig, **Tina** the turtle, **Pio** the penguin, **Honey** the bee, and **Eli** the elephant.

Each Kiztopia character comes with its own distinctive personality, profession, and story, that accompanies specific play areas within the park. The diversity found in the characters help cater to the various interests of children, which could assist them in identifying and mapping out their own aspirations through play.

Honey, for example, is the Bee who is known to have a sweet voice that can lull her friends to sleep. She loves music and dislikes silence, and dreams to be a star one day. Her favourite hobby is to sing, which is why she stations herself in the park's Music Room called *Honey Notes*, which encourages children to express themselves through music.

**For the full list of Kiztopia characters, please refer to Annex A.*

Besides being represented by different characters, each play zone is also integrated with the multiple intelligences and learning domains in mind. Carefully weaved into the facilities, these educational theories aim to positively impact a child's development by shaping their personalities and skillsets. For example, the *Honey's Notes* Music Room cultivates prominent facets of the eight intelligences, such as Musical Intelligence.

To provide children with a holistic learning experience through play, the play areas also incorporate specific learning domains, based on the level of physical activities and the deployment of simple relationships and patterns. For instance, the *AR Wall* entails the use of numbers in daily experiences, and encourages Motor Skills Development through coordination in simple motor tasks.

**For the full list of play and functional areas, please refer to Annex B.*



Kiztopia

“Learn-through-Play” Programs Curated by In-house Educational Team

To supplement the educational value of the child’s time in the park, Kiztopia has developed an extensive range of educational programmes and activities curated by a team of professional trainers. Recognising how education goes beyond textbook learning, Kiztopia offers daily doses of fun by delivering a range of programmes and activities aimed at facilitating learning-through-play experiences, which also promote multiple intelligences and learning domains.

The classes are open to the public and will start in August 2019; available classes include rhythmic gymnastics classes, music and movement, speech and drama, cooking classes, phonics and reading, visual arts, science and robotics, just to name a few. Additionally, Kiztopia is actively working with preschools, primary schools, educational institutions and organisations to customise a holistic learning environment where learn and play converge.



Café Selling Healthy and Nutritional Food Prepared by In-house Kitchen



Known as Bell's Pantry, the café is named after the oversized bear character, Bell, who enjoys hosting his friends of the Kiztopia family. The cosy café is decked out in vibrant colours and boasts a healthy, nutritional menu curated by Neil Bailey, who has had a hand in the F&B divisions of regional brands such as Hard Rock Café and Smoothie King.

Offering an all-day dining menu, Bell's Pantry features food items that are freshly and organically prepared from scratch in the in-house kitchen. Children can tuck into delectable menu items such as Smoked Salmon Eggs Benedict, Mac n' Cheese and decadent Stacked Pancakes.

Ticketing and Promotional Packages

Entry into Kiztopia is ticketed, with Single Entrance tickets ranging from \$28.00 – \$48.00, depending on duration of play. From now until mid-July 2019, Kiztopia is offering early-bird and grand opening promotions for all Single Entrance tickets, 15-times Admission tickets, and Annual Passes.

Kiztopia also offers event and birthday party packages that allows families, schools, or organisations to host events within Kiztopia's own function rooms.

**For more information on ticketing prices and packages, please refer to Annex C.*





Visit Kiztopia at Marina Square (#01-09 to 15, #01-26 to 29), and stay tuned to Kiztopia's social media and online platforms:

Website: <https://kiztopia.com>
Facebook / Instagram: @kiztopiasg
Official hashtag: #kiztopiaSG

For press materials, please access: <https://tinyurl.com/KiztopiaSG>

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About Kiztopia

Kiztopia is Singapore's largest indoor edutainment playground in a shopping mall, which offers a holistic range of customised educational programmes and activities for children aged 12 years-old and below. Located at Marina Square, the play haven provides an all-encompassing environment to "Play to Learn, Learn through Play". The 18,000 square feet fun utopia comes with 18 play areas, each helmed by one of the 11 unique IP registered characters. From the play zones to the extracurricular activities available, each and every aspect of Kiztopia is specially designed and curated to provide a holistic development for a child, such as communication skills and self-confidence. Kiztopia is owned by a joint venture company formed between the Singapore-based entity and the parent company based in China, which operates the playground under the Baby Heroes™ brand. For more information, please visit www.kiztopia.com.



ANNEX A – IP CHARACTERS

CHARACTER	DESCRIPTION
	<p>Bell</p> <p>Bell is Kiztopia’s well-known gourmand who not only enjoys eating, but also cooking and baking cakes (especially strawberry flavoured ones). He heads the kitchen at Bell’s Pantry, Kiztopia’s very own café, and is loved by everyone for his warmth, kindness and friendliness. His best friend is Tiger, and enjoys doing role-play at the <i>Bell’s Cruising</i> room.</p>
	<p>Honey</p> <p>Honey makes a name for herself with her melodious voice that is sweet enough to lull her friends to sleep. Often found practicing singing in the <i>Honey Notes</i> Music Room, Honey hopes to realise her dream of becoming a singer one day.</p>
	<p>Tiger</p> <p>Tiger is brave and dependable, and is always standing up for his friends with his strong sense of justice. He has the strength of Hercules, and water is almost his only nemesis. He is always found sweating it out with his best friend Eli at either the <i>Bouncy Tiger</i> (the Bouncy Castles play zone), or practicing Taekwondo.</p>
	<p>Chichi</p> <p>Chichi is an artist full of imagination, and has a magic brush that can make her drawings come to life. She loves sharing her artistic views with the group, but enjoys hanging out with Pio the most. Unleash your creativity at the art room with Chi Chi!</p>
	<p>Eli</p> <p>Despite his size, Eli is surprisingly nimble and agile. A city boy (of Kiztopia) at heart, he dislikes slowness and enjoys keeping his spirits up by participating in racing competitions at <i>Chug Eli</i> (the train ride section). <i>P.S. Eli has never lost a race once!</i></p>
	<p>Pio</p> <p>Pio is a popular golf star, who is always surrounded by his friends and fans alike. He strives for flawlessness, and prides himself on his attention to detail. He heads <i>Pio’s Drift</i> (the driving school), and is armed with a secret ability to use his mind to transport himself everywhere.</p>



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CHARACTER	DESCRIPTION
	Raby Raby is a kind-hearted Nurse that helms <i>Raby's Mart</i> and <i>Raby Pit</i> . With a cute voice and a caring heart, Raby is often sought out for to heal your injuries. Well-liked by everyone, she is best friends with Mark, Tina and Honey.
	Pepe An inquisitive reporter full of curiosity, Pepe dislikes lies and enjoys travelling. A click of his magic camera allows him to stop time so that he can be the first to arrive at the scene of exclusive news. Keep an eye out for Pepe when at the <i>Ninja Warrior Obstacle Course</i> .
	Tina An international fashionista, Tina enjoys dressing up and wearing cool clothes. She loves her single eyelash drawn to life by Chi Chi and has a magical shell that can grant her friends' wishes. Try out this season's newest outfits with Tina at the <i>Tina's Snip Cosplay Room</i> .
	Mark Mark is an all-rounded inventor who can build and create things in a jiffy. Extremely playful and mischievous, Mark loves to tease his friends. He is a risk-taker and even built a rocket on his own for space travel. Explore space with Mark at the <i>Alley-Oop AR Basketball</i> zone.
	Dr. Chen Meet the friendly Dr. Chen, principal of Kiztopia. He is gentle, caring and thoughtful, often looking out for his Kiztopia family. With a ton of hilarious jokes up his sleeve, he will make you laugh until your belly hurts. Try spotting Dr. Chen at the <i>Starlite</i> and <i>Starbrite</i> zones!



Kiztopia

ANNEX B – PLAY ZONES AND FACILITIES



PLAY AREAS		
ZONE	DESCRIPTION	LEARNING OBJECTIVES
1	<p>Pio's Drift</p> <p>Honk honk! Any little ones with a love for speed or their 4-wheel drive? Let these little drivers hop onto mini cars at Pio's Drift and enjoy a drive on the "roads"! And when they run out of gas, the "petrol station" will just be right around the corner!</p>	Develop an understanding of spatial concepts and safety awareness.
2	<p>Hero Square</p> <p>Watch a show and catch our mascots at Hero Square, where our Central Stage is! We have a variety of exciting activities all lined up for you at Hero Square, so don't miss out!</p>	Promotes self-expression and social skills.
3	<p>Bell's Cuisine</p> <p>Got a Gordon Ramsay-wannabe on hand? Then our fully equipped mini kitchen is where these little ones should be! From stoves to bread makers, Bell's Cuisine has everything your little chefs need to cook up a storm!</p>	Learn to cooperate with others while building up knowledge of food ingredients and cooking skills.
4	<p>Raby's Mart</p> <p>Just like a real supermarket, little shoppers can grab a shopping cart and leisurely stroll through aisles of well-stocked shelves filled with groceries such as fruits, vegetables, and more! Once done, they can head over to the check-out counter to finish their shopping spree. Children can choose to be shoppers, cashiers, or even help in re-stocking the shelves!</p>	Understand simple numeracy concepts, improve social skills and learn about different products with their classifications.



5	<p>Tina's Snip</p> <p>Tina's Snip is a play salon for children who loves to play dress up and show off their creative flair! You can find mini changing rooms and racks of costumes for them to change into, get a quick hair trim or even a quick makeover! Definitely a one-stop salon for all the mini fashionista-wannabes!</p>	<p>Develop an awareness of personal identity while learning to respect diversity and build up self-confidence.</p>
6	<p>Bouncy Tiger</p> <p>Let your little ones bounce to their heart's content with our bouncy castles! Expend their energy as they unleash their wild side; jumping, weaving through mini obstacles, and repeating it all over again!</p>	<p>Demonstrate control, coordination and balance by learning to use body language to skillfully express oneself.</p>
7	<p>Chug Eli</p> <p>Have your little ones hop on board the super cute Chug Eli train for a fun-filled journey, that makes for a great photo opportunity too!</p>	<p>Learn to observe and follow instructions by listening for information and communicate with others.</p>
8	<p>Chichi's Art</p> <p>Want to have your little one's art pieces displayed? Now you can! Get your little artists to simply draw on our interactive screens, and they will pop up on the AR screen display on the wall!</p>	<p>Nurture an awareness of personal identity by expressing ideas and feelings through art using experimentation and imagination.</p>
9	<p>Honey Notes</p> <p>Who says you need music instruments to make music?! With AR, all you need to do is tap on the instrument projected on the screen to make it play! Be it creating a band, or forming a choir, Honey Notes is where you could pump up your little musicians' creativity juices!</p>	<p>Learn about sound and rhythm through different music instruments and experiment with imagination to express ideas through music.</p>
10 - 13	<p>Mojo Zone</p> <p>Double the thrill, double the fun! Let your children get onto any of the two giant slides, glide through the slide and find themselves dropping into a ball pit at the end of the ride!</p> <p>AR Wall</p> <p>Let your child get interactive with our AR Wall! Create mini explosions or fireworks when they pick up a mini ball and throw it at the animal or object that is projected on the wall!</p> <p>Cosmic Space</p> <p>Made up of five sets of slides that stands at 5-7 meters and other climbing concepts, Cosmic Space will satisfy the adventurous spirits of your little ones!</p> <p>Trampio</p> <p>Featuring three trampolines for children to express themselves with their jumps! Whether it is a star jump,</p>	<p>Develop control, coordination and balance while learning to respect diversity and interact effectively with others.</p>



	tuck jump, front somersault, back flip or even full twists, the little ones can have a try at these trampoline tricks with the assurance they will always enjoy a soft landing!	
14	<p>Ninja Warrior</p> <p>Leap over mini steps, avoid spiky obstacles, cross a low-levelled swinging bridge, or swing across the monkey bars! Ninja Warrior features unique obstacle courses that allow young children to develop their confidence, perseverance, agility and even stamina! Fit for all young adventurers and ninja-wannabes!</p>	Learn to overcome obstacles through logical thinking and nurture coordination and communication skills.
15 - 17	<p>Raby Pit</p> <p>No need for the beach! Let your toddler's imagination run wild at Raby's Pit, where they can dig, play, build their own sand castles or even roll around on the sand, be it rain or shine!</p> <p>Pepe's Ball / Sprite</p> <p>Every toddler's favourite play area - the BALL PIT! They can choose to jump into the pool of balls or slide their way in for hours of delightful fun!</p>	Develop locomotor, gross motor and observational skills along with an interest in the world children live in.
18	<p>Alley Oop Mark</p> <p>Who says you need a basketball hoop or visit a basketball court to shoot hoops? Your mini Michael Jordan can now do so in Alley-Oop Mark, an AR Basketball Studio specially designed for the mini ones! Projected onto a wall, children can just pick up a mini ball, take aim at the hoop and throw the ball in!</p>	Nurture the ability to perceive the visual world accurately and build up agility, strength and coordination.

FUNCTIONAL AREAS

A.	Reception
B.	Gift Shop
C.	Shoe Change
D.	Magic Potion (Kitchen)
E.	Bell's Pantry
F.	Starlite (Function Room)
G.	Starbrite (Function Room)
H.	The Chamber





ANNEX C – PRICING INFORMATION

TICKET TYPE	DURATION	PRICE (\$\$)	ADDITIONAL PERKS
Each ticket accounts for the entry of one child and one adult. The admission price for an additional adult will be \$8.00.			
Single Entrance	1 hour	28.00	N.A.
	3 hours	38.00	
	Unlimited	48.00	
15x Admission Pass (transferrable, and valid for one year from date of purchase)	1 hour	268.00	1. 10% discount off purchases from Bell's Pantry/Gift Shop 2. Free two pair of Kiztopia socks for the first admission
	3 hours	428.00	
	Unlimited	538.00	
Annual Pass (non-transferrable, and valid for one year from date of purchase)	Unlimited (Weekdays, excluding PH)	428.00	1. Entitled to a Member Gift Pack with merchandise worth up to \$58 upon first admission 2. 10% discount off purchases from Bell's Pantry/Gift Shop 3. 10% discount off Birthday Party Package 4. Sibling discount - 20% discount off 2nd purchase of Annual Pass 5. Referral discount - Refer a friend to get one single entrance ticket (unlimited) for free or a \$50 coupon at Bell's pantry 6. Free two pair of Kiztopia socks upon first admission
	Unlimited (Anyday)	588.00	

Please note:

- An adult (aged 18 and above) must be present for the admission of any child regardless of age into Kiztopia. Children less than 12 months old can enter for free when accompanied by a paying kid and an adult.
- There will be a 10 minutes grace period - an additional charge will be imposed once the stipulated timing is exceeded by more than 10 minutes.
- For group entry of more than ten kids, there will be a 10% off the total bill.

*To book Kiztopia's event space, please contact Kiztopia at hello@kiztopia.com.

