



PRESS RELEASE

For Immediate Release



Jump For The Sky as Kiztopia Turns Two And Expands With Two New Kiztopia Clubs!

The fun utopia is expanding into the neighbourhoods, bringing its unique play concept closer to families and kids; alongside its first offsite bouncy castle event and an enhancement to its flagship playground at Marina Square

SINGAPORE, 20 April 2021 – *It's playtime, Kizzos!* As part of its second anniversary celebration from 21 May to 4 July 2021, Kiztopia, Singapore's mega-indoor kids' edutainment playground at Marina Square, is introducing **Dazzling Nights** with colourful lights that illuminate play areas every night during its play session from 7pm to 10pm as well as organising its first-ever, off-site bouncy castle festival, **Jumptopia**, at D'Marquee in Downtown East (Pasir Ris), in partnership with KKday – Asia's leading travel experiences and ticketing platform. To double up on the fun and bring play even closer to kids and families, Kiztopia is set to open two new thematic playgrounds under its new sub-brand, **Kiztopia Club**, at Jurong Point and Punggol Town Square in May and July 2021 respectively!

Keeping to its motto of "*Play to Learn, Learn through Play*", Kiztopia is an enjoyable, one-stop edutainment hub, where play and learn converge. Offering holistic play experiences bundled with educational benefits, it helps to cultivate the overall development of little ones while also providing memorable bonding time between parents and children.

"This year marks many firsts for Kiztopia as we continue to reinvent and create new experiences to enhance the concept of play for kids. With the slew of events, initiatives and new openings lined up, we hope Kiztopia will become Singapore's No. 1 kids' edutainment destination that seamlessly combines playing and learning in a meaningful and purposeful way for kids and even their parents," said Ms Heidi Tian, Founder and CEO of Kiztopia.

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Celebrating Two Years Of Meaningful Play At Kiztopia

Come and celebrate Kiztopia's second anniversary from 21 May to 4 July! Playtime does not stop when night falls at Kiztopia as the flagship playground at Marina Square will be enhanced with special lighting effects, eye-opening light projections and glow-in-the-dark props, to create a new visual sensorial play environment for kids during its evening time slot. Known as **Dazzling Nights**, these new light installations will come alive during the night play session from 7pm to 10pm. With this playtime slot, Kiztopia allows kids to enjoy play any time as they continue to learn and experience new things in a wholesome environment from dawn till dusk.



To double the fun, Kiztopia will also be launching its very first offsite ticketed indoor event, **Jumptopia**, at D'Marquee in Downtown East from 28 May to 4 July 2021. Spanning 12,000 square feet, the play tent will house seven giant Kiztopia Intellectual Property-themed (IP-themed) bouncy castles, craft activity zones and a variety of fun, engaging activities. Just in time for the mid-year school holidays, the little ones can look forward to a *bouncy good time* at Jumptopia!



**For more information on Kiztopia's second anniversary celebration, please refer to Annex A.*

Holistic Play In Your Neighbourhood: Kiztopia Launches Kiztopia Club

Expanding into Singapore's heartlands, Kiztopia is set to launch a new sub-brand, **Kiztopia Club**, with two new thematic playgrounds opening at Jurong Point and Punggol Town Square on 28 May and in July (*exact date to be advised*) respectively.

Decked out in a specific theme, the Kiztopia Club playgrounds will feature multiple play concepts and special zones, including trampolines with AR games, vertical climbing structures and role play rooms, to name a few. To complement these play zones, function rooms, family cafés and gift shops will also be available. Targeted at kids 10 years old and below, both Kiztopia Club outlets have cosier play areas that do not compromise on the fun.



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To further enhance the experience within its premises, Kiztopia Club is offering a variety of quality enrichment programs and workshops for kids in collaboration with numerous educational providers. On top of that, Kiztopia Club at Punggol Town Square will house a full-fledged restaurant with a specially curated menu that serves both nutritious and hearty food fare for the entire family.



**For more information on Kiztopia Club, please refer to Annex B.*

Ticketing And Early-Bird Promotions

Dazzling Nights

Entry tickets to Dazzling Nights at Kiztopia Marina Square are now available for purchase via <https://buytickets.at/kmsdazzlingnights>.

Jumptopia

Kiztopia is partnering with KKday, Asia's leading travel experiences and ticketing platform, as its sole ticketing provider for Jumptopia. Entry tickets are now available for purchase via <https://www.kkday.com/en-sg/product/118195-jumptopia-by-kiztopia-kkday-exclusive?cid=11666&ud1=sq&ud2=website>.

"KKday is delighted to be partnering with Kiztopia to launch Jumptopia at D'Marquee, Downtown East. We love Kiztopia's concept of elevating fun and play into a holistic experience, especially its motto of "Play To Learn, Learn Through Play". We believe that this partnership creates great synergy between both brands as at KKday, we also believe in curating unique and holistic experiences to 'Explore. Dream. Discover'. We are confident that this event will be a huge success and a memorable experience for all families," said Weichun Liu, Co-founder of KKday.

Kiztopia Club at Jurong Point

From now till 27 May 2021, all entry tickets and 15x Admission Pass to Kiztopia Club at Jurong Point are entitled to a 15% discount when you purchase via <https://buytickets.at/kiztopiacj Jurong>.

In addition, there is a special Kiztopia Club at Jurong Point **Grand Opening VIP Card**, priced at only \$328.00 (U.P. \$488.00) via <https://buytickets.at/kiztopiacj Jurong>, that allows unlimited entry across twelve months to Kiztopia Club at Jurong Point and comes with attractive perks and complimentary gift packs.

Kiztopia Club at Punggol Town Square

Tickets and promotional packages will be available in June 2021 (*exact date to be advised*).



More updates on the various milestones will be shared closer to their launch dates.

Stay tuned to Kiztopia's social media and online platforms:

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

For press materials, you may access them at <http://www.tinyurl.com/KiztopiaSG2021>.

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About Kiztopia

Kiztopia is Singapore's mega-indoor kids' edutainment playground at Marina Square, which offers a holistic range of customised educational programmes and activities for children aged 12 years-old and below. 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 8 unique IP registered characters. In 2021, Kiztopia expands into the neighbourhood heartlands of Singapore in Jurong and Punggol with its sub-brand Kiztopia Club. From the play zones to the extracurricular activities available, each and every aspect of Kiztopia's new and existing spaces are specially designed and curated to support the holistic development of children, such as communication skills and self-confidence. Both Kiztopia and Kiztopia Club are owned and operated by Kids Element Edutainment Pte Ltd, a Singapore registered company with both Kiztopia trade mark and IP registered in Singapore. For more information, please visit www.kiztopia.com.

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ANNEX A – SECOND ANNIVERSARY CELEBRATION

Kiztopia® 2ND ANNIVERSARY SPECIAL EVENTS



Kiztopia® x kkdoy Jumptopia

D'Marquee @ Downtown East (Pasir Ris)
28 May – 04 July 2021

Be prepared for a bouncy good time at Kiztopia's very first IP-Themed Event - Jumptopia! Featuring 12,000 sq.ft of fun including 7 giant Kiztopia-themed bouncy castles, craft activities zones, instagrammable photoboos, and activities specially crafted by Kiztopia! Join us at the perfect gathering for families to bond and enjoy unforgettable memories together!

DAZZLING NIGHTS

Marina Square
21 May - 04 July 2021

In conjunction with Kiztopia's 2nd Year Anniversary, Kiztopia will be unveiling a completely new sensory experience that will take family outings to the next level. The park will be brought to life with special lighting effects, eye-opening light projections, special stage performances and glow-in-the-dark props. It will be an experience that is bound to delight!



Official Sponsors:



*Information updated as of 01 May 2021. Management reserves the rights to make any changes without prior notice.

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ANNEX B – GRAND OPENING OF KIZTOPIA CLUBS

Kiztopia® Club

GRAND OPENING



28 May 2021

JURONG POINT

Venturing into the neighbourhoods, Kiztopia's sub-brand - Kiztopia Club - is opening its first outlet at Jurong Point this coming June! Occupying 4,500 sq.ft of space and themed after outer space, Kiztopia Club will feature 12 play concepts and 4 functional areas such as an indoor driving car area, role play rooms, carousel, trampolines, exhilarating slides, function rooms and even a cafe that serves family-friendly food and drinks.

PUNGGOL

Building on Kiztopia's motto of "Play to Learn, Learn through Play", Kiztopia Club's second outlet will not only focus on play but will also emphasize on quality enrichment programs. The forest-themed 5,500 sq.ft park will feature 12 play concepts and 4 functional areas such as an indoor driving car area, role play rooms, massive ball pits, trampolines, exhilarating slides and more! There will also be a full-fledged restaurant with specially curated menu that serves healthy and wholesome food for the whole family!



July 2021

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