



## PRESS RELEASE

For Immediate Release

# Kiztopia Prestige River Valley Opens At New Bahru To Redefine Holistic Development Through Enrichment Programs And Meaningful Play For Kids

*Catering to toddlers and preschoolers, Kiztopia Prestige's brand-new concept at the massive lifestyle cluster in River Valley sets the standard for enrichment beyond play with immersive role-play rooms, soft play concepts and specially-curated classes.*



**SINGAPORE, 10 June 2024** – Expanding its 'Play To Learn, Learn Through Play' footprint as Singapore's leading family edutainment brand, Kiztopia is set to open its latest outlet and embark on a new sub-brand with **Kiztopia Prestige**. Launching on 22 June 2024, at the much-talked-about new lifestyle destination, New Bahru at River Valley, Kiztopia Prestige focusses on holistic development in a fun and engaging environment.

Redefining the realm of family entertainment and meaningful play, Kiztopia Prestige offers a diverse range of immersive role-play rooms, soft play concepts, and specially-curated classes for a premium enrichment experience tailored for preschoolers and toddlers.

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## New Look, New Fun, New Way of Learning Through Play

Spanning over 8,000 square feet, the new outlet is a conducive space specially designed to spark imagination and curiosity at every turn. Offering an unparalleled experience with top-notch services and exciting play opportunities, the neutral earthy tones of the interior décor as well as the eco-friendly play concepts create a serene and welcoming atmosphere for exploration and learning.

Along with a day of fun learning, families can refuel and recharge at the soon to be opened Kith New Bahru Café that will be located at a cosy setting within the Kiztopia Prestige outlet. Look forward to savour the range of delicious treats from coffee to well-loved pastries and light bites while enjoying quality time together.



The aesthetically-pleasing space also makes a great venue for special occasions. From birthday parties, graduation celebrations to play dates, Kiztopia Prestige promises a fun-filled and memorable time with pretty decorations, engaging activities and mouth-watering delights to make the day extra special.

## Enrichment Beyond Play

A haven for young adventurers, kids can revel in a spectrum of dynamic, hands-on and inventive classes daily. Run collaboratively by Kiztopia's in-house team and expert enrichment providers, there is something to pique the interest of every curious young mind. Ranging from music, arts, dance, culinary, science and beyond, the dedicated classes for groups of no more than eight pairs are catered to toddlers and preschoolers. To commemorate the launch, Kiztopia is offering complimentary trial classes from now till 28 June 2024. Please find more information [here](#).



Kiztopia Prestige is also tailored for school visits and educational excursions, with meticulously planned activities and engaging games for an enjoyable yet educational outing. Offering alternative opportunities for learning and growth, the wide range of classes and programs are designed to stimulate creativity and foster overall development.

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## Ticketing, Pricing And Membership Packages

Admission tickets and membership packages are available for purchase via official ticketing partner, Klook, at <https://bit.ly/kiztopiaprestigerv>.

Soft Opening Specials of up to 12% off for admission tickets and 10% off for membership packages are available from now till 21 June 2024.

Membership packages offer unlimited play time and 12 months of priority entry along with an attractive range of exclusive perks and discounts. Visit [www.kiztopia.com](http://www.kiztopia.com) and [www.klook.com](http://www.klook.com) or check in-store for more information on the packages.

<b>Single Admission Ticket</b> <i>to access the play facilities and café</i>	
<b>1 hour</b> <i>1 Adult + 1 Child</i>	\$32.00
<b>2 hours</b> <i>1 Adult + 1 Child</i>	\$48.00
<b>Additional Adult</b> <i>18 years old and above</i>	\$18.00

<b>Membership</b>	<b>Silver</b>	<b>Gold</b>	<b>Prestige</b>
	<b>\$868</b>	<b>\$1588</b> <i>worth \$3000</i>	<b>\$3288</b> <i>worth \$5800</i>
Unlimited Playtime	✓	✓	✓
Priority Entry	1 child + 1 adult	1 child + 2 adults	1 child + 2 adults
Goodie Bag <i>upon sign up</i>	✓	✓	✓
Discount on Kiztopia Prestige's F&B, retail, events, guest's entry tickets	5%	10%	10%
Class Credit*	1	18	24
Concierge Services	✗	✓	✓
Guest Passes per month <i>(Single Admission - 2 hours ticket)</i>	✗	2	4
Complimentary Tickets to Kiztopia Pop-up Events	✗	2 pairs	4 pairs
Complimentary Birthday Party	✗	✗	1 x Signature Package for 10 children + 10 adults <i>(worth \$1299)</i>
Additional Sibling @ \$688   Additional Adult @ \$188			
<i>*Unused credits will expire at the end of the membership term and cannot be carried over</i>			

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Class Pricing	
<b>5-Pack Credits</b> <i>valid for 6 months</i>	\$225.00
<b>10-Pack Credits</b> <i>valid for 12 months</i>	\$450.00
<b>Non-members / Walk-ins</b>	\$45.00 per class
<i>- Single admission tickets required - Extension of play time for the duration of classes (for non-members) - Tiered pricing of credit packs for different types of membership is not available - Parent accompanied classes for most, especially for younger children - Booking of classes through GloFox App or walk-ins (subject to availability)</i>	

Kiztopia Prestige River Valley		
<b>Address:</b>	New Bahru 58 Kim Yam Road, #04-01, Singapore 239359	
<b>Operating Hours:</b>	Sun-Thurs	Fri, Sat, eve of PH & PH
	10:00am - 8:00pm	10:00am - 9:00pm

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

**Website:** [www.kiztopia.com](http://www.kiztopia.com)  
**Instagram:** [@kiztopiasg](https://www.instagram.com/kiztopiasg)  
**Facebook:** [www.facebook.com/kiztopiasg](https://www.facebook.com/kiztopiasg)  
**Official Hashtags:** #KiztopiaPrestige, #KiztopiaSG

For press materials, please access them [here](#).

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**About Kiztopia**

Founded in 2019 with its flagship outlet at Marina Square, Kiztopia is Singapore’s leading family edutainment brand that won the ‘Best Attraction Experience’ award at the Singapore Tourism Awards in 2021. Incorporating its eight unique IP registered characters into its play areas, the play haven offers a holistic range of customised programmes and activities for children, and provides an all-encompassing environment for children to ‘Play to Learn, Learn through Play’.

Following its success, Kiztopia expanded with more outlets under its sub-brands Kiztopia Club, Bouncetopia and SkyPark, and also ventured into the offsite family entertainment event space with Jumptopia™. Kiztopia has also raised its game by collaborating with hotels to create new family staycation experiences using Kiztopia characters, co-organising Children’s Festival at Gardens by the Bay, as well as successfully hosting the inaugural Tri-Factor Kids Run. From its outlets to the various events, each is specially designed and curated to support the holistic development of children.

Kiztopia's regional expansion is marked by the successful launch of its second overseas outlet in Thailand in 2023, followed by the debut of its third outlet in Hong Kong in May 2024. Continuing its growth trajectory, Kiztopia is set to extend its presence into Indonesia and Malaysia in 2024, reinforcing its position as a leading family edutainment brand in the region. In addition, Kiztopia's widely acclaimed bouncy castle event, Jumptopia™, has captivated audiences across Malaysia, Thailand, Hong Kong, and Macau.

Committed to offering diverse experiences, Kiztopia introduced Splashtopia, a water-themed bouncy castle event, at Sentosa in March 2024. This exciting addition is scheduled to launch in Thailand and Hong Kong in June and July 2024, enriching the entertainment landscape in these vibrant regions. For more information, please visit [www.kiztopia.com](http://www.kiztopia.com)

<b>Kiztopia Brands &amp; Outlets</b>	
<b>Kiztopia</b> <i>Singapore Flagship</i>	
<b>Marina Square   18,000 sq ft</b> 6 Raffles Boulevard, #01-09, S(039594)	
<b>Kiztopia Club</b> <i>Uniquely themed indoor playgrounds with ball pits, trampoline, slides and more</i>	
<b>Jurong Point   4,500 sq ft</b> 1 Jurong West Central 2, #03-18/19, S(648886)	<b>Punggol Town Square   5,500 sq ft</b> 85 Punggol Central, #01-01, S(828726)
<b>The Woodleigh Mall   3,000 sq ft</b> 11 Bidadari Park Dr, #01-50/51, S(367803)	<b>Jewel Changi Airport   4,500 sq ft</b> Toys“R”Us @ Jewel, #B1-210, S(819666)
<b>Kiztopia Prestige</b> <i>A premium enrichment experience with soft play and classes tailored for toddlers and preschoolers</i>	
<b>New Bahru   8,000 sq ft</b> 58 Kim Yam Road, #04-01, S(239359)	
<b>Bouncetopia</b> <i>Full bouncy castle fun with specially-designed giant inflatables for the young and young at heart</i>	
<b>VivoCity Pop-Up   6,400 sq ft</b> 1 HarbourFront Walk, #03-02, S(098585) <i>(last day of operation: 30 June 2024)</i>	<b>SAFRA Choa Chu Kang   6,400 sq ft</b> 28 Choa Chu Kang Dr, #01-04, S(689964)
<b>SkyPark</b> <i>Dynamic play park with thrilling sporty concepts and challenges for older children and teens</i>	
<b>Orchard Cineleisure   8,000 sq ft</b> 8 Grange Road, #04-04/05, S(239695)	