



## PRESS RELEASE

For Immediate Release

### Unlock the Magic of the Festive Season with Kiztopia's 'A Jolly Jingle Journey' at Cineleisure

*Celebrate Christmas with a magical bouncy adventure and pack in all the fun with the exciting debut of American Tourister x Kiztopia Travel Collection perfect for the holiday getaway*



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**SINGAPORE, 1 November 2024** – This holiday season, kids and families are invited to embark on a festive adventure at Cineleisure. The mall has partnered Kiztopia, Singapore's leading family edutainment brand, to present 'A Jolly Jingle Journey' – an enchanting Christmas-themed bouncy castle play haven, from 9 November to 29 December 2024, at Basement 1 of the mall. In addition, explore the debut of the **American Tourister x Kiztopia Travel Collection**, that includes luggage, backpack and travel pillow, that will be perfect for the upcoming family getaway.

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# Kiztopia™

The centrepiece of this year's magical bouncy experience at Cineleisure Basement 1 is **Tiger's Merry Travels**, a spectacular Christmas-themed bouncy castle, inviting children into a vibrant world of holiday fun. With a cheerful reindeer entrance and eye-catching candy cane colours, this bouncy wonderland features two enormous slides, where kids can zoom down alongside Santa Claus and Kiztopia's beloved Tiger, showing off the stylish American Tourister x Kiztopia luggage. Young adventurers can dash through exciting obstacle courses, bounce with glee, and slide into the holiday spirit with this one-of-a-kind festive experience!



For the first time, Kiztopia has teamed up with well-known luggage brand, American Tourister, to unveil an exclusive travel collection, just in time for family vacations. Choose from a delightful range of travel essentials, including stylish luggages, playful backpacks and cosy travel pillows – all adorned with adorable Kiztopia characters like Happy, Raby, Honey and more!

Priced from just \$35 for the travel pillow, \$49 for the backpack, and \$119 for the luggage, don't miss the chance to lug home these festive must-buys, while stocks last, at Kiztopia's 'A Jolly Jingle Journey' Pop-Up at Cineleisure Level 1! *(Please refer to **Annex A** for the complete list of products).*

“At Kiztopia, we are always dedicated to create joyful experiences that cleverly blend learning and having a enjoyable time for kids. And our first Christmas partnership with Cineleisure for 'A Jolly Jingle Journey' is no exception. In addition, our maiden collaboration with American Tourister beautifully combines adventure and practicality with a dose of fun, offering families stylish travel solutions as they embark on their holidays. We can't wait to see everyone immerse themselves in the magic of the festive season at Cineleisure with Kiztopia,” said Ms. Heidi Tian, Founder and CEO of Kiztopia.

## Promotions and Ticketing

To celebrate the exciting launch of the first-ever American Tourister x Kiztopia Travel Collection, consumers who spend a minimum of **\$50** on Tiger's Merry Travels tickets, merchandise, or Kiztopia SkyPark passes, will receive a **FREE** limited-edition **Kiztopia lanyard**, while stocks last! *T&Cs apply.*



In addition, there is a not-to-be-missed product bundle promotion available at the Pop-Up at Level 1 of the mall:

| Product Bundle                     | Bundle Price                              | Items  |
|------------------------------------|---|--|
| <b>All My Adventure Essentials</b> | <b>\$208.40</b><br><i>(U.P. \$245.60)</i> | Includes 1 x Luggage, 1 x Backpack, 1 x two-way Travel Pillow, 1 x Lanyard, 1 x Luggage Tag, 1 x Passport Holder, 1 x Keychain and 1-hr FREE play at SkyPark for one child and one adult (worth \$37.80) |
| <b>Jetsetter Must-Haves</b>        | <b>\$150.80</b><br><i>(U.P. \$166.90)</i> | Includes 1 x Luggage, 1 x two-way Travel Pillow, 1 x Luggage Tag and FREE entry for 30-minutes play at Tiger's Merry Travels bouncy castle for one child and one adult (worth \$15.00)                   |
| <b>Travel Light Combo</b>          | <b>\$71.00</b><br><i>(U.P. \$78.70)</i>   | Includes 1 x Backpack, 1 x Lanyard, 1 x Passport Holder, 1 x Keychain and 1 x FREE Kiztopia Friends Inflatable (worth \$10.00)   |

Get ready to bounce into holiday fun at **Tiger's Merry Travels**, located at Cineleisure Basement 1. Simply spend a minimum of \$20 at any retailer in Cineleisure and present the receipt at the counter at Level 1 to enjoy 30-minute free entry for one child and one adult.

Alternatively, admission ticket can be purchased at \$15, which includes one child and one adult for 30 minutes of joy-filled play. Tickets are available now through Kiztopia's official ticketing partner, **Klook** at <https://bit.ly/ajollyjinglejourney24>.

| Ticket  | Price   |
|---|---------|
| <b>Single Admission</b><br><i>(1 Child, 1 Adult)</i><br><i>30-mins play</i> | \$15.00 |
| <b>Additional Adult</b>   | \$8.00  |

| A Jolly Jingle Journey @ Cineleisure |  |
|--------------------------------------|--|
| <b>Address:</b>                      | Cineleisure, 8 Grange Rd, Singapore 239695<br>Basement 1 - Tiger's Merry Travels<br>Level 1 – Kiztopia's 'A Jolly Jingle Journey' Pop-Up |
| <b>Date:</b>                         | 9 November - 29 December 2024  |
| <b>Operating Hours:</b>              | Weekdays: 12pm to 8pm<br>Weekends, eve of PH & PH: 11am to 9pm<br><i>Last entry is 30 mins before closure</i>                            |

For more information and ticket purchases, visit [Kiztopia's](#) or [Klook's](#) website.



**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:** #KiztopiaSG #WhereWheelYouGo

For press materials, please download [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 and was awarded the “Best Attraction Experience” at the Singapore Tourism Awards in 2021. Featuring eight unique IP-registered characters, Kiztopia offers a holistic range of customized programs and activities, creating an all-encompassing environment where children can “Play to Learn, Learn through Play.”

Following its success, Kiztopia expanded with more outlets under its sub-brands in Singapore, including Kiztopia Club, Bouncetopia, SkyPark, and Kiztopia Prestige. Regionally, the brand launched its first overseas outlet in Hong Kong in October 2022 and establish its presence in Thailand in November 2023. Continuing its growth trajectory, Kiztopia recently expanded into Indonesia and Malaysia, reaching a total of 15 outlets across Asia.

Beyond family edutainment centers, Kiztopia’s signature bouncy castle event, Jumptopia™, has delighted families in Singapore, Malaysia, Thailand, Hong Kong, and Macau. Other co-organized events include the Children’s Festival and TriFactor Kids Run at Gardens by the Bay. Kiztopia has also collaborated with hotels to create immersive family staycation experiences, and with American Tourister to curate a line of kids’ travel products.



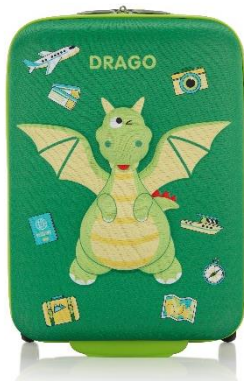
## THE AMERICAN TOURISTER X KIZTOPIA TRAVEL COLLECTION

### Kiztopia Luggage - \$119

Get ready to take on the world with Kiztopia luggage, this 47cm vibrant travel companion is treated with an antimicrobial lining to keep freshness on lock for a clean and worry-free journey. Comes in eight designs for selection.



Bell



Drago



Eli



Happy



Honey



Mark



Raby



Tiger

# Kiztopia™

## Kiztopia Backpack - \$49

The perfect travel buddy to bring on big adventures! The Kiztopia Backpack comes with two compartments and one side pocket with bottle slot. The silicon puller makes it easy for the children to access their belongings in the bag.



Bell



Drago



Eli



Happy



Honey



Mark



Raby



Tiger

## Kiztopia Two-Way Travel Pillow - \$35

Kiztopia Two-Way Travel Pillow converts the pillow into your happy travel buddy! Each character can be transformed to a U-shaped pillow that fits snugly around the neck for comfort and support.



Honey



Drago



Happy



Tiger