



PRESS RELEASE

For Immediate Release



Get Ready For Double The Fun As Kiztopia Celebrates Its Second Anniversary With Dazzling Nights And Jumptopia!

Kiztopia recreates a new sensorial play experience for kids with special lighting features within its Marina Square flagship mega-indoor playground and brings even more fun with its first-ever, offsite ticketed giant bouncy castle event at Downtown East, in time for the school holidays.

SINGAPORE, 6 May 2021 – Kiztopia, Singapore’s mega-indoor edutainment playground at Marina Square, turns two this year and is celebrating its anniversary with two exciting experiential events. To kickstart the celebration from 21 May to 4 July 2021, **Dazzling Nights** will see the play areas at Kiztopia’s flagship playground illuminated with colourful lights, LED projections and glow-in-the-dark decals, during the evening play session from 7pm to 10pm so as to offer a new sensorial play experience for kids when night falls. In addition, Kiztopia is launching **Jumptopia**, its first-ever offsite bouncy castle event that spans 12,000 square feet at D'Marquee in Downtown East from 28 May to 4 July 2021, for the little ones to enjoy a bouncy good time during the school holidays period.

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Kiztopia®

“This celebration is both meaningful and significant to us as we were unable to celebrate our first anniversary last year due to the Circuit Breaker. So, to commemorate the special occasion this year, we are bringing double the fun both at our flagship indoor playground at Marina Square and offsite space at Downtown East. We want to continue to bring holistic and meaningful play to help kids grow, learn and develop their faculties to their fullest potential,” said Ms Heidi Tian, Founder and CEO of Kiztopia.

Glow Up With Kiztopia At Dazzling Nights!

Kiztopia challenges the idea that play is only limited to the day, allowing kids to continue learning and experiencing new things in an engaging environment from dawn till dusk. Fun-loving *Kizzos* can look forward to a world of new possibilities of sensory play when night falls as Kiztopia lights up its Marina Square flagship playground’s 13 play areas with a kaleidoscope of colours through specially-installed lighting enhancements and effects during the evening play time belt from 7pm to 10pm. They include laser lights, mirror balls, moving projections of soothing water wave pattern and Kiztopia’s friendly characters, colour-changing fibre optic LED and neon-LED light strips that are programmed with unique light sequences as well as glow-in-the-dark props.



These light features enhance sensory play that encourages the development of various cognitive, motor and social skills. They can also promote creativity and better engage kids to explore their surrounding environment, making play even more fun and exciting.

To brighten up the night further, there is also a series of entertaining activities, such as special LED light performances and stunning magic shows. There are also a variety of station games, such as Glow Ring Toss and Balloon Sculpting to keep the little ones fully engaged.

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Spring On The Fun At Jumptopia!

In line with its theme of encouraging an 'Active Lifestyle' this summer season, Kiztopia's very first offsite ticketed indoor event at D'Marquee in Downtown East, Jumptopia, will take place from 28 May to 4 July 2021 from 10am to 10pm. Spanning 12,000 square feet, the airconditioned play tent will house six giant Kiztopia Intellectual Property-themed (IP-themed) bouncy castles, craft activity zones and a variety of fun, engaging activities.



Kizzos can jump to their heart's content on bouncy castles with an average size of nine to 12 meters in length and a height of five to six meters. The adventurous ones can also look out for the Alien Snail bouncy castle, which stands at a massive size of 22 meters wide by eight meters high! Recommended for kids aged two years old and above, each bouncy castle has a maximum capacity of 20 to 25 children at any one time.

Besides being a fun recreational activity, jumping makes a great form of exercise for kids both physically and mentally. It also helps little ones to socialise and forge new friendships and create enjoyable memories together. To enjoy a *bouncy great time* at Jumptopia, socks are compulsory and customers are encouraged to bring their own water bottles.

Take a short break from the physical activities and jump to the mini station games and hands-on activities! *Kizzos* can test their tossing skills at various stations, including Bean Bag Toss and Ring Toss for more fun-filled action. For the *little Picassos*, get crafty and creative at the Arts and Crafts Station with colouring mats and fun magnetic toys - there is bound to be something enjoyable for everyone, including parents!

Ticketing, Pricing and Promotional Packages

Dazzling Nights

Entry tickets to Dazzling Nights at Kiztopia Marina Square are now available for purchase via <http://bit.ly/kiztopiadazzlingnights>. They are priced at \$38.00 for three hours with the admission of one child and one adult. Additional adults accompanying their kids can also top up \$12.00 for entry. Customers can look out for enticing freebies and goody bag handouts during the first week of Dazzling Nights.



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 <http://bit.ly/jumptopiabykiztopia>. They are priced at \$18.00 per person, be it child or adult. Group bundle promotions will also be available at \$64.00 for four tickets (U.P. \$72.00).

Get A FREE Goodie Bag At Dazzling Nights And Jumptopia

Customers can also look forward to redeem a free limited-edition goodie bag at both Dazzling Nights and Jumptopia when they share a creative selfie on their Facebook pages with the hashtags **#KIZdazzlingnights** and **#KIZjumptopia** respectively. They would simply need to flash the post to a staff onsite for redemption.

Safety Measures

The health and wellbeing of its visitors remain Kiztopia's utmost priority and it is committed to provide kids with a clean and safe environment for holistic play. To ensure that visitors remain safe, Kiztopia has implemented the following measures across all of its premises:

- Ensuring 1m safe distancing across all premises (i.e. markings placed on floors in queues, closure of compact play areas that do not observe safe distancing, etc.)
- Placement of safe distancing reminders throughout the premises on queue poles, signages and over public address announcements
- Encourage guests to use contactless payment as the preferred payment method
- Thorough cleaning and disinfection of all areas, especially high touch surfaces and common areas after every play session
- Restriction on operating capacities, staggered play sessions and implementation of an advance booking system for all premises
- Temperature checks and safe-entry check-ins for all customers and staff
- Group capacity to have no more than 5 pax in a group
- Crowd management throughout each play session to ensure customers adhere to safe distancing measures
- Sanitisers deployed throughout all premises for customers to use

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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 <https://tinyurl.com/KIZ2ndAnniversary>

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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.