



PRESS RELEASE

For Immediate Release

Kiztopia, Singapore's Largest Kids' Indoor Edutainment Park, Reopens With A New Café – Kith Kiztopia MS

With the addition of the new café, launched in collaboration with Kith, Kiztopia continues to offer a fun, engaging and safe environment for both parents and kids to "Play, Learn, Eat and Bond" in the new norm.



SINGAPORE, 21 July 2020 – Kiztopia, Singapore's largest innovative kids' indoor edutainment park located in Marina Square, has reopened on Sunday, 19 July, welcoming eager kids and their parents back to the venue. The reopening also sees the launch of **Kith Kiztopia MS**, a full-menu café concept that spans over 2,000 sq ft, in a first-of-its-kind collaboration with Kith, a popular homegrown café brand. The new café is not only open to visitors of the playground, but also to walk-in diners to enjoy the all-day signature hearty and wholesome food fare and beverage items.

Heidi Tian, General Manager of Kiztopia, said, "Kiztopia is happy to be back, with a new café to unveil, in collaboration with one of Singapore's well-established F&B industry players. With Kith Kiztopia MS, we can now provide our visitors with an elevated and unique "Play, Learn, Eat and Bond" experience that allows kids and their parents to engage in quality play time and also enjoy a bonding session over a hearty and healthy meal."

In addition to its full-menu of popular food items as well as good coffee, Kith Kiztopia MS also offers a customised Kids' Menu, with food items served alongside a specially-designed brownie that has a Kiztopia character imprinted on it.

- more -





Jane Hia, CEO of Kith, said, “Kith and Kiztopia shares a common ground where we appeal very much to families. With us looking after the dining experience, Kiztopia can focus on their core strength which is to offer a fun and enriching learning experience. We hope to not only curate a dynamic food concept that appeals to families, the working crowd and our loyal fans, but also create a sustainable business model in this new norm. We are excited to introduce the delightful Kiztopia-inspired treats for visitors of the playground to enjoy after play. Plus, we have healthy food options that both adults and kids will delight in.”

In addition to the café seating, Kith Kiztopia MS offers two private rooms, with a capacity of 8 to 10 pax per room, that can be booked for events, such as birthday parties and baby showers, workshops, and corporate meetings via an online form at <https://kith.com.sg/pages/events-meeting>. The café can also provide full catering service for such events and meetings at Kiztopia.

**For more information on the kids’ menu, please refer to the Annex.*

Keeping Kiztopia Safe For All

In accordance to SG Clean protocols and safety distancing rules, Kiztopia has implemented a number of safety measures to ensure a safe and fun environment for all visitors.

There will be no sale of tickets at the door, and entry tickets must be pre-booked online prior to visit through kiztopia.com/buy-tickets/. There will only be three timebelts allocated for play per day – 10.00am to 1.00pm, 1.30pm to 4.30pm and 5.00pm to 8.00pm – with a maximum of only 120 pax per session.

Other measures put in place include mandatory *SafeEntry* scanning, temperature screening, and frequent cleaning and disinfection of common surfaces within the park.

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

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

For press materials and Kith Kiztopia MS menu, please access <https://tinyurl.com/KithKiztopiaMS>.

- end -





For media enquiries, please contact:

Word of Mouth Communications	
<i>Robyn Chen</i> (+65) 9728 8858 robyn@womcomm.com	<i>Shauna Ng</i> (+65) 9125 2440 shauna@womcomm.com
Kiztopia Pte Ltd	
<i>Heidi Tian</i> (+65) 8138 9945 heidi.tian@kiztopia.com	<i>Alicia Toh</i> (+65) 8201 0395 alicia.toh@kiztopia.com

About Kiztopia

Kiztopia is Singapore's largest indoor edutainment playground, 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 motor skills, communication skills and self-confidence. Kiztopia is owned by a Singapore-based entity with IP and Kiztopia™ trademark registered in Singapore. For more information, please visit www.kiztopia.com.

About Kith Singapore

Kith was established in 2009 as one of the forerunners in the café scene, with a small shop by the river at Robertson Quay. Fast forward to 2020, Kith has expanded with 8 outlets across Singapore. Kith continues to hold its own in the thriving café community by continually taking its offerings to the next level with a menu that now includes a wide array of full dining options. Kith's all-day dining options acquired a keen following of customers including coffee-lovers and food aficionados, building a strong community of friends and families who enjoy the unbeatable combination of good coffee, food and company.



ANNEX – Kith Kiztopia MS Kids' Menu



KIDS MEAL!



with a choice of either
FRESH WATERMELON JUICE
OR
BABYCCINO
Frothed Milk, Cocoa Powder and a Marshmallow





only till 5pm



MINI PANCAKES \$8⁹⁰
Gluten Free (regular size) +\$1⁹⁰

Served with Mixed Berries, Poached Pear and Maple Butter, Chocolate Brownie with edible characters



TOAST & EGGS \$8⁹⁰
Gluten Free +\$1⁹⁰

Creamy Scrambled Eggs, Toasted Brioche Cubes, Chocolate Brownie with edible characters



HAM & CHEESE \$8⁹⁰
Gluten Free +\$1⁹⁰

Turkey Ham Cheddar Finger Sandwich, Buttered Corn, Chocolate Brownie with edible characters



only from 11am



MACARONI BOLOGNESE \$9⁹⁰
Gluten Free Spaghetti +\$1⁹⁰

Beef Ragu, Tomato, Parmesan Cheese, Steamed Broccoli, Chocolate Brownie with edible characters



MACARONI CHICKEN \$9⁹⁰
Gluten Free Spaghetti +\$1⁹⁰

Chicken, Tomato Cream, Parmesan Cheese, Steamed Broccoli, Chocolate Brownie with edible characters



MACARONI HAM & CHEESE \$9⁹⁰
Gluten Free Spaghetti +\$1⁹⁰

Turkey Ham, Cream, Parmesan & Nacho Cheese, Steamed Broccoli, Chocolate Brownie with edible characters



CRISPY CHICKEN TENDERS & WINDERS \$9⁹⁰

Buttered Corn, Nacho Cheese, Chocolate Brownie with edible characters



FISH FINGERS & FRIES \$9⁹⁰

Buttered Corn, Japanese Mayo, Chocolate Brownie with edible characters



FREE

Kiztopia

GIFT!

*To book the event rooms at Kith Kiztopia MS, please contact anne@kith.com.sg

