



## **NEWS RELEASE FOR IMMEDIATE RELEASE**

### **KIDZANIA GO! OFFICIALLY EMBARKS ON ITS MOBILE JOURNEY**

*Theme park goes mobile to extend the "edutainment" experience nationwide*

**30 August 2013, Subang Jaya** – KidZania Kuala Lumpur, the indoor educational and entertainment theme park, launched a mobile extension of its in-park activities. Aptly named KidZania go!, this travelling edutainment platform will provide students with the opportunity to experience KidZania Kuala Lumpur's role-play activities outside of the park's premises. The launch was officiated by YB Datuk Dr. Khair bin Mohamad Yusof, Deputy Director General (Professionalism) of the Ministry of Education Malaysia.

Tailored for children between the ages 6-14, the role-play activities have been designed to complement out-of-classroom activities for the children. Role-play activities that can be experienced through KidZania go! include being an advertisement talent and production crew, and delivery officer at the Dutch Lady Ezymix Production House and Dutch Lady Distribution Centre respectively, interior and exterior designer at the Nippon Paint House Designing Studio, a junior optician at the Hoya Eye Care Experience Centre as well as making and completing bank transactions as personal financial consultants at CIMB Bank.

Through these activities, KidZania go! aims to present a diverse and attractive experience in addition to providing first-class immersive and interactive recreation environment for both children and teachers. Prior to its official launch, KidZania go! has reached out to over 108,000 school children in more than 120 schools across the nation since April this year.

YM Tunku Dato' Ahmad Burhanuddin, Managing Director and CEO of Themed Attractions and Resorts, and Governor of KidZania Malaysia said, "We are extremely delighted with the official launch of KidZania go! Through this interactive beyond classroom programme, we aim to mobilise our content to many more children to provide not just a fun and educational experience but also help them build confidence. Such immersive experiences will help deepen and broaden the students' options towards their career aspirations."

KidZania go! is proudly sponsored by Dutch Lady Malaysia, and supported by Nippon Paint Malaysia, Malaysian Hoya Lens Sdn Bhd and CIMB Bank Berhad. The launch took place at Sekolah Wawasan in Subang Jaya, where nearly 200 school children from S.K. Dato' Onn Jaafar, S.J.K. (C) Tun Tan Cheng Lock and S.J.K. (T) Tun Sambanthan came together to share their first official KidZania go! experience.

"Dutch Lady is delighted to partner KidZania go! Good nutrition is vital for the proper growth and development of every child. From a very young age, we need to ensure that their daily nutritional intake helps to keep their bodies constantly energised and brains alert, and Dutch Lady Chocolate Drink is one such yummy option! Through this initiative, we are happy to work together to provide schools with a fun and unconventional tool to better equip



themselves in their day-to-day learning process,” said Rahul Colaco, Managing Director of Dutch Lady Malaysia.

KidZania go! activities are carried out by KidZania Kuala Lumpur’s Supervisors, who have undergone intensive and extensive training in conducting the various activities and handling children in different situations. There is no entry or participation fee. However, schools intending to host KidZania go! on their premises must provide a minimum space of 40x40 feet for activities, a PA system and waste bins. Children will only need to bring an open and creative mind, and their enthusiasm to participate in the activities.

Want KidZania go! to pay a visit to your school? Log on to [www.kidzania.com.my/go](http://www.kidzania.com.my/go) to find out how.

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### **About KidZania**

KidZania is an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience targeted at kids aged 4 to 14. KidZania combines role-play with real life, creating a kid-centric city experience designed to educate and inspire kids; from arriving at the airport, to visiting a city centre to exploring the city streets. As in the real world, kids choose activities – such as being a police officer, doctor, journalist or a customer – and earn money, which they can then spend or save. KidZania operates just like a real city complete with buildings, paved streets, vehicles, a functioning economy, and recognisable destinations in the form of “establishments” sponsored and branded by leading international and local brands. The facilities are designed to educate through experience, fostering the development of life skills, but from a kid’s perspective it is all about fun.

Essentially the fastest growing educational and entertainment brand in the world, KidZania has won numerous awards, having been voted “Best Theme Park Worldwide” by The Themed Entertainment Association, “Top Family Entertainment Centre of the World” by the International Association of Amusement Parks & Attractions (“IAAPA”), “Global Leisure Operator of the Year” by Retail and Leisure International and “Concept of the Year” by MAPIC.

Spread over 80,000 sq. ft. across two levels, KidZania Kuala Lumpur is conveniently located in Curve NX opposite the Curve shopping mall in Mutiara Damansara and offers over 100 different role-playing activities in over 60 establishments.

For more information, log on to [www.KidZania.com.my](http://www.KidZania.com.my) or you can call the KidZania CareLine at 1300 88 KIDZ (5439). Alternatively, you can also get connected with KidZania through Facebook at [www.facebook.com/KidZaniaKualaLumpur](http://www.facebook.com/KidZaniaKualaLumpur) or tweet us at @KidZaniaKL.

### **About Themed Attractions and Resorts Sdn. Bhd.**

Themed Attractions and Resorts Sdn. Bhd., a wholly-owned subsidiary of the Malaysian Government’s investment arm, Khazanah Nasional Berhad, was incorporated in June 2009 to develop, manage and operate theme parks and attractions in Malaysia, serving as a catalyst for the leisure and tourism industry and bringing premier international theme parks and attractions to the region. The theme parks include KidZania Kuala Lumpur, an indoor family education and entertainment centre, which offers an interactive learning and entertainment



experience; LEGOLAND® Malaysia - the sixth LEGOLAND to be built in the world and the very first in Asia; SANRIO HELLO KITTY TOWN, the first of its kind outside of Japan; The Little Big Club, a single themed attraction that is home to five popular global characters; and LAT's Place, a themed restaurant with live animation based on the popular Kampung Boy (Village Boy) character by famous local cartoonist, LAT. Themed Attractions will also develop, manage and operate KidZania Singapore.

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