

Media Release (Embargoed for October 5 2017)

**‘BIG’ KIDS WITH BIG HEARTS:  
More than 700 Children Celebrate Children’s Day at KidZania Singapore**



Jointly organised by The Business Times • The RICE Company Limited • CHIJ Kellock  
With venue partner KidZania Singapore

**Singapore, October 5, 2017** - More than 700 children will get to role-play different real-world professions in one of Singapore’s largest indoor theme parks as part of Children’s Day celebrations this October.

Called *Children for Children (CFC)*, and co-organised by The Business Times, CHIJ Kellock and The RICE Company Limited, this annual community event sees children from underprivileged backgrounds enjoy a day out at Singapore’s key attractions. For *CFC 2017*, the children can look forward to an immersive play experience at KidZania Singapore, where they can live out their dream careers – become firefighters, museum curators or even radio presenters, earn wages and decide on how to save or spend their keep.

Elaborates Mr Wong Wei Kong, editor of The Business Times, “*CFC* was founded to make an impact on the lives of underprivileged children by giving them meaningful and memorable experiences as their families may not have the means to. Each year, we try to bring them to a variety of places. At KidZania Singapore, we hope to stretch the imagination of the children and to inspire them to pursue their dream jobs. With

students and corporations coming on board to volunteer and donate towards this cause, *CFC* also represents the virtuous cycle of giving and sharing within all segments of our community.”

This is the 9th year *CFC* is organised by The Business Times, CHIJ Kellock and The RICE Company Limited, which has reached a significant milestone of hosting over 10,000 children at popular Singapore attractions such as Singapore Flyer, Singapore Zoo, Underwater World Singapore and Universal Studios Singapore since 2008.

Mr Ong Ye Kung, Minister for Education, Higher Education and Skills and Second Minister for Defence will be attending *CFC* as the Guest of Honour. This year’s theme is “Big Kids With Big Hearts” and the programme includes an interactive drama skit as well as activities by the students from CHIJ Kellock.

This will also be the first time *CFC* is hosting students with special needs.

Says Ms Magdalene Chin, Principal of CHIJ Kellock, “Inspired by Prime Minister's speech on how Singapore must work towards building an Inclusive Singapore, the children at CHIJ Kellock were invited to step out of their world and to experience what it means to be inclusive. The week-long Awareness Week saw the students understanding, examining and embodying the culture of unity in diversity. Our Primary 4 students took the lead and distilled the learning to produce a book called, “We are Friends” to share this with other primary schools. Empathy, love and acceptance are communicated in the book in a child's language to help children explicitly practise these values in their daily interactions with one another. This message of inclusiveness remains the key focus on the *CFC* day of fun at KidZania Singapore which will see the students from CHIJ Kellock hosting students from special needs schools and inviting all the children at the event to pledge their commitment to live out an inclusive Singapore.”

KidZania Singapore is popular for its realistic role-play for children aged four to 17.

Says Mr Leong Yue Weng, General Manager of KidZania Singapore, “KidZania Singapore is delighted to support *CFC* this year. As an award-winning edutainment attraction that offers a safe environment and level playing field for all children, we believe that every child deserves the right to learn through play. We hope that the children can enjoy a fun and fulfilling day out as they explore the various professions available in this kid-sized City, and help to kick-start their journey of inculcating useful life skills and values.”

Elaborates Mr Tan Tee Tong, Director of The RICE Company Limited, a not-for-profit arts organisation: “Play enables children to discover their innate abilities and creativity talents. We would like to encourage our children to embrace their future aspirations and, at the same time, share with them that there is support and care from their community and peers.”

This event is made possible with the generous support of sponsors which include – Ademco (Far East), CEI Limited, CWT Limited, Kim Seng Heng Engineering Construction Private Limited, PrimeStaff Management Services, Sentosa Development Corporation and VentureHaven Private Limited.

Members of the media are invited to the *Children for Children 2017* celebrations on October 5, 10.30am to 12.30pm, KidZania Singapore, 31 Beach View, Singapore 098008, Palawan Kidz City, Sentosa Singapore.

## Programme

10.30am - 11.30am	KidZania Singapore Experience*
11.40am	Arrival of GOH Minister Mr Ong Ye Kung
11.50am – 12.00pm	Speech by General Manager of KidZania Singapore
12.00pm – 12.10pm	Drama Skit: “We Are Friends” by CHIJ Kellock
12.15pm – 12.30pm	Unveiling of timeline board to Minister Mr Ong Ye Kung*
12.30pm	End

\*photo opportunity

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Event:	<b><u>Children for Children 2017</u></b>
Date:	5 October 2017
Time:	10:30am – 12:30pm
Venue:	KidZania Singapore, 31 Beach View, Singapore 098008, Palawan Kidz City, Sentosa Singapore.
Synopsis:	<p><i>Children for Children (CFC)</i> is an annual community event which provides the opportunity for underprivileged children to celebrate Children's Day in key attractions of Singapore. This is the 9th year <i>CFC</i> is organised by The Business Times, CHIJ Kellock and The RICE Company Limited, which has reached a significant milestone of hosting over 10,000 children at popular Singapore attractions such as Singapore Flyer, Singapore Zoo, Underwater World Singapore and Universal Studios Singapore since 2008.</p> <p>This year <i>CFC</i> will be held at KidZania Singapore and will be attended by more than 700 students. This is the first time <i>CFC</i> is hosting students with special needs. As part of the programme, pupils from CHIJ Kellock will play host to the children and entertain them with a special performance as well as activities to distil the message of inclusiveness. <i>CFC</i> is jointly organised by The Business Times, CHIJ Kellock and The RICE Company Limited.</p>
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### **About The RICE Company Limited**

The RICE Company Limited (TRCL) is a not-for-profit organisation that harvests the potential of the arts and culture for the development of human lives and connects communities in Singapore with the world. TRCL's core areas of expertise lies in enlivening places and spaces through place making and content creation; building cultural capital through the engagement of arts with business; and developing linkages with communities around the world.

TRCL currently manages two social funds (The Business Times Budding Artists Fund and Sing50 Fund), three creative spaces (The Little Arts Academy, 10 Square at Orchard Central and The Pavilion at Far East Square) and two subsidiaries (Global Culture Alliance and Millet Holdings). For more information, visit [www.therice.sg](http://www.therice.sg).

### **About CHIJ Kellock**

Established in 1964, CHIJ Kellock is an established *all-girls'* government-aided primary school and the youngest of the 11 CHIJ schools in Singapore. The school's vision of "A Christ-centred learning community where every child will develop her unique giftedness to lead and make a difference" encapsulates its commitment toward providing a holistic education for its pupils, where each child can develop her potential to the fullest. Placing high priority on the learning and well-being of its pupils, the school aims to cultivate our girls to be Thoughtful Learners, Servant Leaders and Person for Others.

### **About The Business Times**

The Business Times (BT), a member of the Singapore Press Holdings group, is South-east Asia's leading financial daily. BT brings its readers daily corporate, financial, economic and political news, analysis and commentary on print and digital platforms. It provides readers with in-depth coverage of Singapore and Asian business and economic developments, as well as global trends that impact Singapore business. BT's lifestyle journalists bring busy executives the latest in recreation, entertainment, the arts, design, food and shopping.

### **About KidZania Singapore**

KidZania is an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience targeted at kids. 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 pilot, 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” 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 which truly epitomizes learning through play. 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.

KidZania Singapore is a subsidiary of Themed Attractions Resorts & Hotels Sdn. Bhd., the investment holding company responsible for the development, management and operations of various hospitality and attraction destinations in Malaysia and Singapore.