



**FOR IMMEDIATE RELEASE**

## **KidsSTOP™, Singapore's only Children's Science Centre Launches Oceans' Buddies Exhibit to Introduce Environment Protection to Pre-school and Lower Primary schoolchildren**

**- Pilot Pen (Singapore) Pte Ltd supports launch partnership with S\$180,000 sponsorship**

**SINGAPORE, 12 May 2016** – KidsSTOP™ the Children's Science Centre today unveiled Singapore's first virtual ocean with sea creatures in 3-dimension form as part of its plan to educate children on marine life and how they can do their part to protect the environment. This is in line with its mission to spark an interest among young children in Science, Technology, Engineering and Mathematics (STEM). Called "Oceans' Buddies", the new project was launched in a ceremony officiated by Dr Amy Khor, Senior Minister of State, Ministry of the Environment and Water Resources.

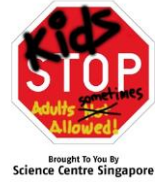
Said Mr Clarence Sirisena, Deputy Chief Executive, Science Centre Board, "With this new exhibit, KidsSTOP™ aims to engage pre-schoolers and lower primary school children on the need to protect and preserve ecosystems. Reinforcing the significance of recycling, reducing and re-using from an early age will also help to shape their thinking and actions for the future. We're very pleased that our partner, Pilot Pen Singapore, shares the same philosophy." The learning experience will be augmented with on-site presentations, workshops such as "Under the Sea", hands-on fun spots and a discovery zone in our Critters Lab (which will complement the exhibit).

Oceans' Buddies uses immersive technology developed by I-One Group (a home-grown local company) to enhance learning and play. The key highlight is a visually stunning virtual ocean floor projected onto a giant wall where children can see their personalised sea creatures come "alive" as their creations take on a 3-dimensional form.



Complementing the new exhibit is a new wall mural curated around the theme of conservation and illustrates how a polluted sea traps and suffocates marine life. It aims to educate children that as harmless as littering may seem, the collective damage can cause serious harm to marine life.





To further reinforce the importance of protecting and preserving ecosystems, KidsSTOP™ will also be launching the Oceans' Buddies Show-n-Tell Competition for pre-schoolers. Centred on the theme of protecting the environment, this competition will be open to all pre-schools. More details on the competition will be released at a later date.

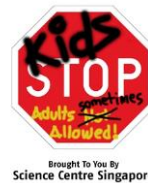
Said Ms Thian Ai Ling, Deputy General Manager of My First Skool, "Our teachers and students at My First Skool feel very strongly about protecting the environment. Children are taught to recycle, re-use and reduce in their daily learning activities. This new Oceans' Buddies exhibit at KidsSTOP™ is perfect for our children to learn more about conservation as they play and interact with the exhibit. KidsSTOP™ provides age appropriate and interactive exhibits which are engaging and fun for pre-schoolers including the tailor-made fun-filled workshops. We are happy to support this new initiative and will certainly participate in the upcoming Show & Tell competition centred on conservation."

The Oceans' Buddies exhibit and KidsSTOP™ marine conservation project has been made possible by Pilot Pen (Singapore)'s sponsorship of S\$180,000. Mr. Benjamin Teh, General Manager of Pilot Pen Singapore, said, "With climate change strongly impacting our world, it is vital to educate the public on environmental conservation especially our future generations. Pilot Pen has always been creating innovative products that are fun, reliable and most importantly environment friendly. For instance, the Pilot FriXion series used in the Oceans' Buddies exhibit is the world's first pen with erasable ink, which is thermo-sensitive and disappears when subjected to heat (at 65°). We are thrilled that together with Science Centre Singapore, we are able to educate our young ones through such a fun and enriching activity."

Together with Pilot Pen's revolutionary FriXion series pens and the special ink recycling machine provided by Toshiba TEC Singapore Pte Ltd which emits heat and erases the ink on the paper allows each sheet of paper to be recycled and re-used up to five times.

Pilot Pen has always been at the forefront on Environment Conservation and they have a range of environmental friendly products such as Pilot "BeGreen" series where each product is made using at least 70 percent recycled material without compromising the quality or performance. The B2P (Bottle-to-Pen) for instance is a pen designed like a mineral water bottle, made from 89.7 percent recycled content, including recycled PET (Polyethylene Terephthalate) bottles. Pilot Pen's V-Board Master S whiteboard marker is also mainly made from recycled materials, and uses replaceable anti-spillage ink cartridges to reduce wastage.

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***For media queries, please contact:***

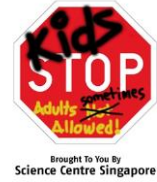
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## **About KidsSTOP™**

***Where every child gets to Imagine, Experience, Discover and Dream***

KidsSTOP™ the Children's Science Centre hopes to spark children's interest in Science, Technology, Engineering and Mathematics. Focusing on enriching children aged 18 months to 8 years through purposeful play in a safe and guided environment, their innate skills of Inquiry, Investigation and Innovation will be enhanced, giving them the Power to Create. Exhibits and galleries are designed to promote and foster parent-child bonding through interactive activities and programmes. Imagine, Experience, Discover and Dream are the four themes within KidsSTOP™.

Occupying approximately 3,000 square metres of space, KidsSTOP™ is housed within the Omni-Theatre building. For more information, please visit [www.kidsstop.edu.sg](http://www.kidsstop.edu.sg).

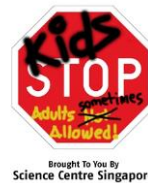
## **About Science Centre Singapore**

Science Centre Singapore, a non-formal educational institution and leading regional Science Centre, along with its group of attractions, brings out the wonders of science, technology, engineering and mathematics through its unique blend of exhibitions, educational programmes and events. A custodian of creativity and innovation, Science Centre Singapore has captured the evolution of scientific developments for nearly four decades.

The Centre and its partners have played a pivotal role in transforming the way students and the public interact with and learn about science, technology, engineering and mathematics. Since 1997, the Centre has welcomed over 30 million visitors and inspired them with more than 1,000 exhibits spread across 14 exhibition galleries and outdoor exhibition spaces.

The Centre's group of attractions include Omni-Theatre, Snow City and KidsSTOP™. The Omni-Theatre is an immersive dual-technology edutainment destination fitted with Southeast Asia's largest seamless dome screen and featuring the latest and brightest 8k digital full-dome system in the world. Snow City is Singapore's only permanent indoor snow centre offering an Arctic inspired experience at Singapore's first ice gallery and snow chamber. KidsSTOP™ - Where every child gets to Imagine, Experience, Discover and Dream - is Singapore's first children's science centre offering an enriching experience through purposeful play for children aged 18 months to 8 years old.

For more information, please visit [www.science.edu.sg](http://www.science.edu.sg).



## **About Pilot Pen**

Since Pilot Pen (S) Pte Ltd was set up in Singapore in 1984, it has established itself as the leading brand of disposable writing instruments in the country. Not only is the brand well-known for easy-to-use writing instruments such as ballpoint pens, gel pens, liquid ink pens and mechanical pencils, it also offers other world-class writing equipment such as whiteboards, chalkless boards and its top-of-the-line fountain pens. In Japan, Pilot remains the oldest and largest manufacturer of writing instruments.

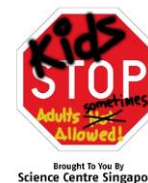
Pilot has taken an active approach in community efforts, especially towards students. In 1994, Pilot began supporting schools' badminton tournaments, eventually culminating in the "Pilot Pen Cup". This annual badminton competition sees Pilot working closely with the Co-Curricular Activities of Ministry of Education to cultivate young sports talents in the student community until 2012. In 2013, Pilot partnered with the Singapore Badminton Association to continue its tradition of bringing the "Pilot Pen Cup" to youths.

Continuing its approach in community efforts, Pilot also partnered with Singapore Management University (SMU) for the inaugural Pilot Pen Community Champion Award from 2014 to 2018. The award aims to recognise outstanding contributions and dedication of SMU students in community service with four awards awarded annually to students.

Pilot Pen Singapore was the official writing instrument sponsor of the Singapore 2010 Youth Olympic Games (Singapore 2010) and the SEA Games 2015.

The corporation also won the Platinum award in the Reader's Digest Trusted Brands 2009, 2010, 2011, 2012, 2014, 2015 and 2016, and was presented the Superbrands Award in 2013.

More information can be found at <http://www.pilotpen.com.sg>.



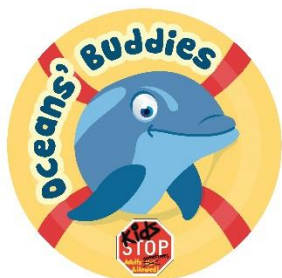
## Fact Sheet

### Admission

For the public, experiencing Oceans' Buddies exhibit is part of the admission fee. More information can be found at <http://www.kidsstop.edu.sg>.

<b>Public Visitors</b>	<b>Weekday (Mon – Fri)</b>	<b>Weekend (Sat, Sun, Public Holidays and School holidays*)</b>
<b>Admission Charges for Singaporeans and Permanent Residents**</b>		
Below 18 months	Free	Free
Child (18 months – 8 years)	\$5.00	\$10.00
Adult****	\$2.00	\$5.00
Senior Citizen*****	Free	\$5.00
<b>Standard admission charges (for all other Local Residents*** and Overseas Visitors)</b>		
Below 18 months	Free	Free
Child (18 months – 8 years)	\$20.00	\$23.00
Adult****	\$10.00	\$13.00
Senior Citizen*****	Free	\$13.00

### About “Oceans’ Buddies” the Exhibit



#### **Friends of the Sea**

1. Why “Oceans’ Buddies”: We want to encourage children to be a friend of the oceans. As children generally side with their friends or protect their friends, in a very simplistic way, they will also protect the oceans if the oceans are also their friends. Children can easily understand such a concept because it is a typical social norm at that age.
2. Target audience: Generally the pre-school segment and their parents. Based on our trial runs, we witnessed a strong interest as the children love to see their colourful creations appear on the giant wall projection of a virtual ocean. There is a sense of pride and achievement, which heightens their self-esteem. The parent-child bonding element is also very evident as both complete the colouring together.



3. Learning outcomes: To educate children on the following -
  - a. Protection & preservation of ecosystems in our seas;
  - b. How to limit man-made damage to marine ecosystems; and
  - c. Preservation of vulnerable marine species/ecosystems.

The above will be done through fun, interactive and immersive elements including presentations and workshops in the coming months. To complement learning, we have a discovery zone in our Critters Lab that pre-schoolers can learn how fish swim, what they like to eat and how they survive in the wild. In addition, we are planning for workshops on conservation, sustainable seas and other relevant topics by experts. To ensure an inclusive environment, we will organise talks by an expert on the response to specific sea creatures by children with special educational needs.

4. The Logo: The specially designed logo with a dolphin protruding out of the swim ring with the tagline; Friends of the Sea has been specially created. All exhibit-related materials will bear this logo. The dolphin has been used to represent all of the marine species. Their playful attitude and friendly appearance makes them popular among children.

### **About “Under the Sea” Workshop**

Children will be brought on a fascinating “journey” to explore the underwater realm! They will discover living things big and small and be enthralled by the exciting life under the sea! Children will be engaged with stories, songs and hands-on activities and learn about the role they can play in marine conservation.