

FOR IMMEDIATE RELEASE

**KidsSTOP™, SINGAPORE'S FIRST AND ONLY CHILDREN'S SCIENCE CENTRE,
OPENS TO PUBLIC**

Facility expects to receive 1.5 million visitors in the next five years

SINGAPORE, 5 June 2014 – Science Centre Singapore today unveiled KidsSTOP™, Singapore's first and only children's science centre, in a ceremony officiated by Minister for Education Heng Swee Keat. Over the next five years, KidsSTOP™ expects to receive an estimated 1.5 million visitors from Singapore and beyond.

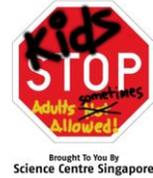
Mr Heng said, "KidsSTOP™ complements our efforts in schools to encourage students to explore and experiment, to tinker and build, to discover and apply scientific concepts. By stimulating curiosity and creativity, I hope our children will develop a lifelong love for Science & Technology."

A/Prof Lim Tit Meng, Chief Executive, Science Centre Singapore, shared, "Science Centre was established with the goal of igniting and sustaining an interest in science among all who pass through our doors, and KidsSTOP™ reinforces our ability to accomplish this objective. It is heartening to see the children enjoying themselves thoroughly today, and we hope that even more will come to love KidsSTOP™."

Designed for children between 18 months and 8 years old, KidsSTOP™ provides dedicated edutainment facilities that introduce science through four themes of Imagine, Experience, Discover, and Dream, spread across 17 zones. Children can enjoy various attractions such as a ride on the seven-metre-high Giant J slide to be acquainted with gravity, or learn about their physical make-up at the Human Body Zone.

To strengthen its educational appeal, KidsSTOP™ will roll out new science programmes that introduce the subject through engaging activities such as puppet shows and hands-on experiments. These programmes will cater to children as young as 3 years old and up to 8 years old.

Mr Gerald Tee, Director, KidsSTOP™, Science Centre Board, said, "The opening of KidsSTOP™ is a significant milestone in Singapore's science education journey, as children will be exposed to science even at the tender age of 18 months old. We are thankful for the support of like-minded organisations that have supported our endeavour to introduce science to the young, and will continually strive to provide a world-class experience to all KidsSTOP™ visitors."



KidsSTOP™ was developed with funding support from the Ministry of Education. Further support totalling S\$3.5 million was received from four partner organisations – the Building and Construction Authority (BCA), Civil Aviation Authority of Singapore (CAAS), LEGO Education and Tote Board.

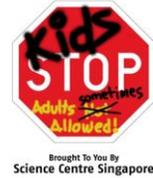
Applauding Science Centre Singapore during the official opening of KidsSTOP™, Dr John Keung, Chief Executive Officer, BCA, said, “We are proud to be able to contribute towards the development of KidsSTOP™ and support Science Centre Singapore in its new initiative. We would like to congratulate the Centre on its innovative and hands-on approach in educating the young. KidsSTOP™ is an excellent touch point for young children to know more about their built environment and how it can be made future-ready”.

Mr Yap Ong Heng, Director-General, CAAS shared positive sentiments as well. He said, “We would like to congratulate Science Centre Singapore on the launch of this exciting venture to kindle and keep the interest of the very young in science through creative and fun ways. CAAS is happy to partner Science Centre Singapore on KidsSTOP™’s Flight and Space Zone, and we hope kids who go through its doors will be inspired by the wonders of aviation and the many opportunities it offers.”

Commenting on the partnership with KidsSTOP™, Mrs Lene Friis, Managing Director of Asia Pacific and Emerging Markets, LEGO Education said, “LEGO Education is proud to partner with the Science Centre Singapore to provide an engaging environment for young learners to discover Science and Technology in KidsSTOP™. This collaboration helps LEGO Education in reaching its goal of transforming education by providing learning experiences in which we allow children to succeed and unleash their individual potential.”

Agreeing that KidsSTOP™ will enhance the learning of the young, Mr Fong Yong Kian, Chief Executive, Tote Board, said, “Science Centre Singapore’s progressiveness and transformative approach to education has led to the inception of KidsSTOP™. We are confident that KidsSTOP™ will serve as an effective platform in enhancing learning among our youngest generation, and enriching the lives of our community in years to come.”

###



About KidsSTOP™

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

KidsSTOP™ is a children's science centre that focuses on enriching children aged 18 months to 8 years through purposeful play in a safe and guided environment. 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™ will be housed within the Omni-Theatre building. For more information, please visit www.kidsstop.edu.sg.

About Science Centre Singapore

Science Centre Singapore is a non-formal educational institution and a leading regional Science Centre. A custodian of creativity and innovation, the Centre has captured the evolution of scientific developments through unique and relevant exhibitions and shows.

The Centre houses 14 exhibition galleries with more than 1,000 exhibits, another 30,000 square metres of outdoor exhibition space showcasing the Waterworks exhibition, Eco Garden and Kinetic Garden as well as the Omni-Theatre — Singapore's only dome-shaped, 5-storey high IMAX theatre.

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. Together with the Omni-Theatre and Snow City, it has engaged and enriched more than 29.5 million students and visitors since 1977.

This year, the Centre launched an "I Love SCS" campaign to share our love for science with everyone and demonstrate the many things to love about the Science Centre. The Science Centre, Omni-Theatre and Snow City received 1.26 million visitors for FY2012/2013. For more information, please visit www.science.edu.sg.

For media queries, please contact:

Charlene Ho
GolinHarris
6551 5426/9178 0194
cho@golinharris.com

Lim Yue Feng
GolinHarris
6551 5445/9741 3793
[ylim@golinharris.com](mailto:yylim@golinharris.com)

Jyotika Thukral
Science Centre Singapore
6425 2541/9114 0039
Jyotika_THUKRAL@science.edu.sg

Eunice Choy
Science Centre Singapore
6425 2372/9656 6703
ekm_choy@science.edu.sg