



Crowd at the launch of Changi Airport's year-end festivities

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Meet 'em all at Singapore Changi Airport this holiday season

SINGAPORE, 18 November 2016 – Changi Airport is the destination to be for all aspiring Pokémontrainers from Singapore and overseas as it becomes the lair for the pocket monsters that have taken the world by storm.

Popular Pokémon characters - Pikachu and his friends from the virtual world – have arrived at Changi Airport to delight travellers and airport visitors this year-end holiday season!

Kicking off the *Pokémon at Changi* year-end festivities were 10 life-sized dancing Pikachu, who wowed the throngs of fans at Changi Airport's Terminal 3 (T3) with the first ever Pikachu Parade ever held in Singapore. Fans cheered in delight as the cute yellow anime characters marched, bobbed and waved to music as cameras flashed.

Fans were also treated to a stunning light show^[1] with music and dancing trees amidst soft falling 'snow' in the Departure Hall, where a larger-than-life seven metre-tall Pikachu, the largest character installation at Changi Airport by far, welcomed visitors.

Interactive fun and adventure for all

Special *Pokémon at Changi* installations and activities await travellers and visitors throughout the holiday season from now to 11 February 2017.

Next to the giant Pikachu installation at the T3 Departure Hall, visitors can explore a towering Gingerbread House, and get a glimpse of Santa's Workshop and Mrs Claus' Confectionery which are filled with children's toys and yummy delights.

The year-end festivities would not be electrifying enough without the appearance of the most coveted Pokemon – Pikachu. On weekends up to 1 January 2017^[2], passengers and airport visitors have the chance to be up close and personal with the adorable critter at the Gingerbread House.

Over at T2's Departure Hall, a rare sighting of not one, but three life-sized Snorlax lounging at the Snorlax Garden presents a photo opportunity not to be missed. Pokémon trainers and visitors who are game for more adventure can embark on a Poké Trail to hunt for 26 Pokémon waiting to surprise them at various locations across Changi Airport, and stand to win exclusive Pokémon merchandise^[3]. Visitors can also scan the QR code at each character location to find out more about the pocket monsters at the *Pokémon at Changi* microsite.

At the T2 and T3 Departure Halls, visitors can participate at the Z-Moves activity kiosks, or have some fun having their faces painted onscreen and transformed to look like Pikachu at the face painting kiosks, which are making their worldwide debut at Changi Airport. Participants can make

videos of their fun moments and share them with friends and families through social media platforms at the activity kiosks. The Z-Moves activity kiosk can also be found in Terminal 1's Departure Transit Hall.

Collectible premiums

Pokémon fans will be excited to know that they can collect and bring home a full set of nine limited-edition Pokémon plush toys available exclusively at Changi Airport. Featuring five popular Pokémon characters - Pikachu, Eevee, Bulbasaur, Charmander and Squirtle, and three new characters from Nintendo's new Sun and Moon series – Rowlet, Litten and Popplio – as well as the Poké Ball, each of these toys can be purchased for S\$9.90, with a minimum spend^[4] at Changi Airport. Changi Rewards members can also redeem the full set of the plush toys with an accumulated spend^[5].

For activity timings and terms and conditions, please visit www.changiairport.com/pokemon.

Footnotes

^[1] There are four shows a day at 2pm, 6pm, 7pm and 8pm on weekdays from 18 Nov 2016 to 8 Jan 2017. There is an additional show at 5pm on weekends (Saturdays and Sundays).

^[2] Pikachu will meet and greet fans at 6pm and 8pm on all Saturdays and Sundays (except 3 Dec 2016) till 1 January 2017.

^[3] Trainers who take at least three photos at the Pokétrail sites and share them on their social media platforms with hashtag #PokemonatChangi stand a chance to win a premium. Terms and Conditions apply.

^[4] With minimum spend of S\$60 in the public area, S\$90 on iShopChangi.com or S\$120 in the transit area, Changi Recommends and supermarkets in a single receipt.

[5] Accumulated spend of S\$1,800 for normal-tier members, or S\$1,500 for Platinum members, from 18 November 2016 to 11 February 2017.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 55.4 million passengers from around the globe in 2015. More than 360 retail stores and 140 F&B outlets are situated across three terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 320 cities worldwide, Changi Airport handles about 6,800 flights every week, or about one every 90 seconds.