



Hello Kitty and her kawaii friends welcome the crowd at Changi Airport's year-end celebrations

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## Say 'Hello' to Hello Kitty & Friends at Changi Airport this Christmas

**SINGAPORE, 17 November 2017** – Get ready for some *kawaii* awesomeness this festive season as Hello Kitty & Friends land at Changi Airport to greet their fans. Comprising eight characters, the popular Sanrio friends – Hello Kitty, Dear Daniel, Cinnamoroll, Gudetama, Little Twin Stars (Kiki and Lala), My Melody and Pompompurin – will be delighting travellers and airport visitors in person every weekend during this year-end holiday season.

Kicking-off the celebrations this evening was a first-in-Changi indoor drone

show at Terminal 3 (T3), the largest of its kind in Singapore by far. Forty drones<sup>[1]</sup> lit up the dimmed 'sky' like fireflies, forming various shapes such as a snowflake and a Christmas tree to wow the audience. Extending the magical moment, eight Hello Kitty and Friends broke into a song and dance in the specially-designed Mystical Garden to the delight of cheering fans. The characters bobbed along with the music while cameras flashed, bringing the atmosphere in the terminal to sizzling heights.

Mr Jayson Goh, Managing Director for Airport Operations Management at Changi Airport Group said, "With many fans looking forward to the annual year-end festive celebrations at Changi, we wanted to create something unforgettable for them. Having 40 drones 'perform' in an indoor setting was challenging, but we are really happy to be able to bring the Changi festive experience to a new high with this interplay between art and technology."

Earlier in the day, an EVA Air aircraft in specially decked out livery featuring Sanrio characters had docked at Changi Airport. Invited guests got an opportunity to visit the aircraft, where Sanrio-themed in-flight meals and amenities were showcased.

### ***Special treats for everyone***

From 18 November 2017 to 5 January 2018, fans will be treated to daily drones<sup>[2]</sup> and light and snow<sup>[3]</sup> shows at the Mystical Garden, which features Sanrio characters amid a gazebo<sup>[4]</sup> and a treehouse, topped with the Hello Kitty's signature ribbon. On weekends, travellers and airport visitors will also have the chance to cuddle up to their favourite Sanrio characters<sup>[5]</sup> for unforgettable photo opportunities during the meet and greet sessions.

### ***Japanese-style fun and games for all***

Over at the event space at the T3 Departure Hall Check-in Row 11, specially curated games and activities await travellers and visitors throughout the holiday season.

At the Tree House Catcher, a human 'controller' can direct a human 'crane' suspended in mid-air to pick up a gift from the gift pool, with the top prize being a 1-metre tall Sanrio character plush toy. Visitors can also 'fish' for water balloons at the Yoyo Tsuru Fountain, and redeem their prizes at the

mini ferris wheel. In addition, Sanrio fans can have some fun with Sanrio-themed face painting or decorate tote bags with stamps featuring their favourite Sanrio characters.

Meanwhile at T3 Basement 2, kids can play to their hearts' content at a new Sanrio-themed children's playground, a first in any airport in Southeast Asia. For more photo opportunities, visitors can check out the four-metre tall Hello Kitty topiary at T2's Departure Hall.

### ***Exclusive Sanrio characters collectibles***

In conjunction with the year-end gifting season, eight limited-edition Sanrio character plush toys are up for grabs exclusively at Changi Airport. Featuring Hello Kitty and Dear Daniel, as well as Cinnamoroll, Gudetama, Little Twin Stars (Kiki and Lala), My Melody and Pompompurin, each of these toys can be purchased for S\$8.90 with a minimum spend<sup>[6]</sup> at Changi Airport. In addition, JCB cardholders receive an additional plush toy for free, as JCB International Co. Ltd is the Official Payment Partner for Changi's Mystical Garden with Sanrio characters. Changi Rewards members can redeem the full set of the plush toys with an accumulated spend<sup>[7]</sup>.

For a unique memento, check out the set of specially designed postage stamps featuring Hello Kitty and Friends in Changi's Mystical Garden. Showcasing all eight characters, the stamp folder, which comes with a free Sanrio-themed lanyard is available for purchase at S\$21.80 at Changi Airport<sup>[8]</sup> and the Philatelic Store@GPO.

For more information on the activities and terms and conditions, please visit [www.changiairport.com/mysticalgarden](http://www.changiairport.com/mysticalgarden) .

For high resolution photos of the events, please download from <https://we.tl/kB7LYx0JGP>.

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<sup>[1]</sup> Synthetic Lucie drones by Verity Studio

[2] Drone shows are held daily at 7.30pm and 9.00pm.

[3] Light and snow shows are held daily at 3.00pm and 5.00pm.

[4] The gazebo is open from 10.00am to 10.00pm daily.

[5] Different Sanrio characters will make their appearance at each meet and greet session, up till 24 December.

[6] With minimum spend of S\$60 in the public area, or S\$120 in the transit area and supermarkets in a single receipt.

[7] Accumulated spend of S\$1,800 for normal-tier members, or S\$1,500 for Platinum members, from

17 November 2017 to 12 January 2018.

[8] The Sanrio stamp folder can be purchased at Changi Airport T3 B2 Sanrio redemption booth, T3 Level 2 event pop-up store and T2 SingPost.

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### ***About Changi Airport Group***

Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://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 58.7 million passengers from around the globe in 2016. Changi Airport has 400 retail and service stores, as well as 140 F&B outlets. With over 100 airlines providing connectivity to 380 cities worldwide, Changi Airport handles about 7,000 flights every week, or about one every 90

seconds.