



Step into Terminal 3 Departure Hall and be amazed by a breathtaking 8-metre-tall Hello Kitty topiary, surrounded by her beloved friends

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Changi Airport celebrates 50 years of Hello Kitty with festive fun and carnival excitement

SINGAPORE, 1 NOVEMBER 2024– This year-end holiday season, Changi Airport is turning up the magic with the fifth edition of the Changi Festive Village, celebrating Hello Kitty's golden jubilee in the most *kawaii* way. From 1 November 2024 to 16 February 2025, travellers and fans of the adorable Sanrio characters can immerse themselves in a festive wonderland bursting with cuteness, as Hello Kitty and Friends take centre stage for a celebration

packed with fun, laughter and unforgettable moments.

Experience the magic of the holidays at Hello Kitty Festive Wonderland

Step into Terminal 3 (T3) Departure Hall and marvel at Hello Kitty Festive Wonderland, featuring a breathtaking 8-metre-tall Hello Kitty topiary, surrounded by her beloved friends, including My Melody, Kuromi, Cinnamoroll, and Pompompurin. Then, join in the fun as you take a joy ride over a 7-metre-long rainbow slide.

Throughout the celebration, fans can look forward to exclusive meet-and-greet sessions on weekends, allowing them to get up close and snap photos with their favourite Sanrio characters. Spend S\$50 (S\$80 in supermarkets and Jewel) in a single same-day receipt at participating retail and F&B outlets in Changi Airport public areas to reserve a meet-and-greet pass using the Changi App.

To add to the festive spirit, daily snow shows will create a winter wonderland, making every visit special.

Spot more Sanrio pals across Changi Airport

Venture through Changi Airport and you might be able to spot Hello Kitty and friends spreading festive cheer across Terminals 1 to 4. Go on a hunt to find them in all 15 locations across the public and transit areas from 14 November, ranging from Hello Kitty in a rickshaw to a playfully spinning Pompompurin. Keep your eyes peeled for these adorable topiaries and figurines so you can create your very own insta-worthy photo moments.

Ang Siew Min, Senior Vice President, Airport Operations Services at Changi Airport Group, said, "Sanrio's iconic characters, such as Hello Kitty, have transcended generations, endearing themselves to both the young and the young-at-heart. We are delighted to bring these beloved figures to life at Changi Airport, offering a nostalgic journey for long-time fans and an exciting introduction for newcomers. This vibrant celebration reinforces our

commitment in creating immersive and memorable experiences for all visitors to Changi Airport."

Join in the carnival fun with Hello Kitty and Friends

Get ready for an unforgettable experience at T3 Arrival Hall's super-cute carnival with Hello Kitty and Friends. The carnival features nine zones, each representing a beloved Sanrio character, including Hello Kitty, Cinnamoroll, Kuromi, Pompompurin, Pochacco, Hangyodon, and more. Visit each zone to pose with larger-than-life figurines of each Sanrio friend.

Exciting games, photo booths and fun rides await! Win tickets at the Sanrio-themed game booths to redeem limited-edition character collectibles, including adorable plush toys, bags and keyboards.

Enchanting rides for young adventurers such as the "50th Celebration Grand Express", featuring Sanrio characters celebrating atop a tiered birthday cake, entitles riders to limited-edition collectible pins adorned with vibrant and playful designs (while stocks last). Then, unleash your creativity at various workshops and craft your own unique Sanrio keepsakes, like the hot-stamped bottle filled with crystals or personalise your own crystal dome with accessories, to take home a piece of the carnival with you.

Spend S\$50 (S\$80 in supermarkets and Jewel) in a single same-day receipt at participating retail and F&B outlets in Changi Airport public areas and receive five carnival tokens. Get an extra five carnival tokens when you make your spend by Mastercard or Changi Pay. Tokens can also be purchased on Changi App and are entitled to earning of Changi Rewards points.

Get ready for waves of fun at Changi Airport's first water park

Cosmic HydroPark makes its debut as Changi Airport's first-ever inflatable water park located at the T3 Coach Bay, just beyond the carnival. Dive into a world of fun at this water park, featuring a thrilling obstacle course with swings, trampolines, balance beams and a giant slide!

Visitors can also gear up for a splash battle and soak in the fun with water guns, hitch a ride on the floating rocking boats, or put their climbing skills to the test by trying to conquer the tower climber. For younger hydro-nauts, there is also a kiddy pool to have a safe and fun time in the water.

Need gear for your Cosmic HydroPark adventure? Check out the AstroMart for waterproof pouches, floaties, and water guns. Dri-fit tees and shorts are also available for walk-in visitors. If you need a little boost, AstroMart has refreshing drinks and snacks for you to refuel as well! Shower facilities are also available on-site if you want to freshen up after all that splashing good fun.

Tickets cost S\$19 for weekdays and S\$24 for weekends. Family and child bundle discounts are available. All passes can be purchased on Changi App and are eligible for earning of Changi Rewards points. Alternatively, passes can be redeemed with carnival tokens.

Unwrap the joy of gifting with adorable Sanrio merchandise and more

The season of gifting is upon us! Grab that special gift at one of many pop-up stores around Changi Airport.

Sanrio pop-up stores located in the Departure Halls of Terminals 2, 3 and 4 will be your opportunity to take home the cutest character merchandise. Those looking for other types of presents can head into one of the pop-up stores at T3 for travel goods, toys, and even the opportunity to personalise gifts. Whether it is grabbing that last-minute present or indulging yourself with a special treat, there is certainly something for everyone!

Collect Changi-exclusive Hello Kitty and Friends premiums

Spend S\$60 in a single receipt from 1 November 2024 to 31 December 2024 at Changi Airport, Jewel Changi Airport (Jewel) or iShopChangi to purchase a Changi-exclusive Hello Kitty and Friends premium! Mastercard and Changi Pay users simply need to spend S\$50 in a single receipt for the same

entitlement.

Get warm and cosy with a Hello Kitty or Cinnamoroll Hand Warmer Cushion (S\$12.90 each) or go out in style with a Puffy Bag with Hello Kitty and Friends Bag Charm (S\$29.90) available in three colours, Lilac, Blue and Green, and a fourth exclusive colour, Charcoal, for iShopChangi purchases only. You can also head off for the holidays with a Hello Kitty Cabin Luggage with Stickers (S\$49.90) in tow. Grab these exclusive premiums early, while stocks last!

Changi Rewards members with accumulated minimum spend at Changi Airport, Jewel or on iShopChangi will receive a complimentary Sanrio Gift Set, consisting of a Hello Kitty Mini Luggage and a Kuromi Hand Warmer Cushion. Members can unlock more limited-edition Sanrio collectibles, such as the Pompompurin Hand Warmer Cushion, from the Changi Rewards catalogue, and when they participate in the Changi Rewards Festive Gachapon at the T3, Basement 2 Carnival space (opposite Kopitiam). Members can redeem one play at Festive Gachapon with a minimum spend of S\$50 in a single receipt with Changi Pay or Mastercard (S\$60 in a single receipt for all other modes of payment) for transactions at Changi Airport or on iShopChangi.

Sweet savings of up to S\$20 at Changi Airport

Besides bringing home your favorite characters, enjoy sweet savings of up to S\$20 off your next purchase with return vouchers that can be used at participating Changi Airport outlets and on iShopChangi.

Get an additional S\$5 Lotte Duty Free e-Voucher when you spend S\$50 in Changi Airport terminals or on iShopChangi using the Changi Pay digital wallet in Changi App. The e-Voucher will automatically credited to your Changi Pay account and will be valid until 1 January 2025.

Make a minimum purchase of S\$60 on iShopChangi and receive a S\$15 promo code (brand exclusions apply).

Explore Changi App and win up to one million Changi Rewards points

Make the most out of your visit and stand to win up to one million Changi Rewards points (worth S\$5,000) by participating in the Space APPxplorer gamification experience on Changi App.

From 4 November 2024 to 5 January 2025, check in daily to collect Comets and exchange them for attractive gifts including Sanrio and Changi Rewards merchandise, Changi Rewards points, iShopChangi promo codes, activity passes and more. Snag more Comets when you complete missions on the Changi App, such as spending S\$10 in participating retail and F&B outlets, booking an eligible activity pass, or saving a qualifying flight. Enjoy daily free plays on Asteroid Challenge as you race through obstacles in space and emerge Top 50 on the Leaderboard to win up to one million Changi Rewards Points.

More details on all the above activities can be found at www.changifestivevillage.com and in the appended annexes.

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. It also manages the Changi East development project, which includes the building of a new Terminal 5 for Changi Airport. CAG also operates Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages airports around the world.

As one of Asia's most connected international aviation hubs, Changi Airport links Singapore to some 160 cities globally, with close to 100 airlines operating more than 7,000 flights weekly. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, bringing Changi Airport's shopping and dining offering to over 600 F&B and retail outlets. The

world's most awarded airport, Changi has won 680 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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