



Crowd at the launch of Changi Airport's mid-year holiday festivities with beloved Hello Kitty & Friends

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## Hello Kitty & Friends visit Changi Airport this June Holidays

**SINGAPORE, 26 May 2017** – Changi Airport is the place to be this June for all Sanrio fans from Singapore and beyond, as it transforms into a Nordic wonderland! From photo opportunities with favourite Sanrio characters, immersive playtimes in snowfall, to sightings of the mesmerising Northern Lights, there is something for everyone during the month-long event, starting today.

To kick off the Nordic festivities at Changi Airport, Hello Kitty & Friends

showed off their adorable moves in a fun-filled performance at Terminal 3 (T3) this evening. For the first time in Singapore, seven dancing Sanrio characters – Hello Kitty, My Melody, Pompompurin, Gudetama, Cinnamoroll, and the Little Twin Stars – took to the stage to rapturous response from fans squealing at their *kawaii*-ness. Some lucky fans were also treated to surprise photo opportunities with all seven characters after the performance.

“Whether our visitors are travelling or simply here to shop and dine, Changi Airport is constantly looking to delight and surprise with fresh and exciting experiences. We are thrilled to be the first in Singapore to host the seven well-loved Sanrio characters – the largest group ever in Singapore! Coupled with immersive Nordic experiences right here at Changi, we hope to deliver yet another memorable Changi Experience to all our passengers and shoppers this holiday season,” said James Fong, Vice President, Landside Concessions, Changi Airport Group.

### ***Nordic adventures and wintery fun for all***

Special Nordic-themed experiences and activities await visitors during the mid-year holidays until 26 June, inspiring travel to the Nordic countries of Denmark, Iceland, Finland, Norway and Sweden.

The Nordic journey of discovery takes centre stage at T3’s Departure Hall, where guests get to walk through a Viking ship-inspired gallery, immerse in the beauty of the Northern Lights amidst a snowy landscape, or take a stroll along the charming Old Town of Stockholm, Sweden where they can also take a photo with the iconic Swedish Dala Horse. With other fun and engaging activities including a LEGO play corner and a dance mat that allows aspiring artistes to create their own ABBA remix, there is never a dull moment for visitors. Lucky participants stand to win air tickets[\[1\]](#) to the Nordic region.

Also in T3 at Check-in Row 11, a snow house has been set up for the first time in Changi Airport. Both the young and young-at-heart can frolick in real snow at the Snow Fun House[\[2\]](#), where they can have fun building snowmen, check out an igloo or ride a luge down a snowy slope. Visitors can also browse through a wide selection of exclusive Nordic animal plush toys and Sanrio character merchandise at the Nordic Gift Store located next to the Snow Fun House.

With snow naturally comes Santa Claus, who joined us all the way from Finland and made a special early appearance at T3 today! He will appear three more times daily on 27 and 28 May, during which children can take photos with and express their deepest Christmas wishes to him.

Of course, the fun would not be complete without appearances by the Sanrio characters! In addition to delightful Nordic-themed Sanrio character displays unique to Changi Airport, there will also be exclusive Meet-and-Greet sessions with different Sanrio characters every weekend until 26 June! Fans can redeem Meet-and-Greet passes[3] to get up close and personal with their favourite characters every weekend at 2pm and again at 7pm.

### ***Vote for Changi's favourite Sanrio character and win tickets to Sanrio Puroland***

To top off the whole experience, die-hard Sanrio fans also stand a chance to win a free trip to Sanrio Puroland theme park in Japan! All they need to do is vote for their favourite Sanrio characters online between now and 20 June. The favourite character will be crowned at the closing event on 26 June, when all seven characters will return for a final group appearance.

### ***Collectible premiums***

Sanrio fans will be overjoyed to know that they can bring home lovely themed premiums such as folders and tote bags, available exclusively at Changi Airport. Changi Rewards members will also get to purchase limited-edition Sanrio Changi Gift Cards[4], either individually or in a complete set of six which comes with a limited-edition box[5].

For activity timings and terms and conditions, please visit [www.changiairport.com/nordicadventures](http://www.changiairport.com/nordicadventures).

[1] Each gift card costs \$5 and holds a minimum store value of \$20.

[2] Limited to the first 30 customers who purchase all six designs of gift cards.

[3] A minimum spend of \$60 in maximum two same-day receipts (S\$80 for supermarket purchases) entitles one Meet-and-Greet pass admitting up to four persons for one photography shoot. Each Meet-and-Greet session is

limited to 40 redemptions on a first-come-first-served basis. The schedule for the sessions can be found on [www.changiairport.com/nordicadventures](http://www.changiairport.com/nordicadventures).

[4] A minimum spend of \$60 in maximum two same-day receipts (S\$80 for supermarket purchases) at participating retail and F&B outlets in the public areas of Changi Airport entitles one pass admitting two ticket-holders to Snow Fun House for one session.

[5] Details are available on [www.changiairport.com/nordicadventures](http://www.changiairport.com/nordicadventures).

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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. Including the soon-to-be-opened Terminal 4, Changi Airport will have 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.