

Press Release

Leading working experience edutainment facility, Kidzania Koshien, starts its 10th anniversary together with the reopening of Shiseido's pavilion

“KidZania Koshien” is celebrating its 10th anniversary with a series of changing events throughout the “anniversary year”. Celebrations have started 1st October, 2018 and will last until 31st August, 2019. With around 100 activities in over 60 pavilions KidZania lets children experience exciting real-life work situations in playful and child-sized settings. In addition, Shiseido has reopened its popular “Beauty Salon” this past October.



Tokyo, 27th November, 2018 ----- The very first KidZania operation launched 1997 in Mexico and soon made waves with its “Edutainment” concept, a combination of education and entertainment enabling children to experiment with “grown-up jobs”. KidZania Koshien has been welcoming visitors since March 2009. With the aim to reflect Japanese society and life it collaborates with Japanese companies who act as sponsors for its pavilions and work activities. Complete with shops, vehicles and other infrastructure, KidZania is built at about 2/3 of the real-life scale making it “kid-sized”.

The edutainment facility also enhances basic concepts of financial literacy and contributes to children’s fundamental understanding of earning money for work and spending it depending on the “income” level. The currency used at all KidZania cities is the “kidZo”. During a visit to KidZania children are able to choose and try different work experiences which are generally between 15 to 60 minutes long.

Children are able to experience varied work activities and are paid in kidZos. They will also acquire goods and services as customers, save into bank accounts. Many Japanese elementary schools and Kindergartens take school trips to KidZania to include its unique teaching into their respective educational programs

Today KidZania is present in 19 countries with 24 locations, two of which are in Japan. KidZania Koshien is only 30 minutes away from central Osaka and has received more than 6 million visitors since its inception in 2009.

The KidZania Koshien 10th Anniversary will be celebrated with special and new events spread over two different phases throughout the year: phase A (1st October 2018 to 26th March 2019) and B (27th March 2019 to 31st August 2019). With those special events KidZania wants to express a thank you to all its visitors and fans.

● 10 years anniversary events - schedule phase A

- TAX WEEK 2018 : 11th November, 2018 – 17th November, 2018
- KidZania Winter Program 2018 : December, 2018 – January, 2019 *scheduled
- Valentine 2019 : January, 2019 – February, 2019 *scheduled

More information is here : (www.kidzania.jp/koshien/)

* There will be new and different events for phase B. The respective schedule will be published in due time.

● Reopening of the Shiseido “Beauty Salon”

The SHISEIDO Beauty Salon re-opened on 23rd October, 2018. Kids can work as “Beauty Consultant”, after joining an orientation, kids can try skin care, make-up and nail art. Through the “Mirai (future) Mirror” its little customers can see how they will look like as an adult. Once the skin texture has been established they will receive basic beauty and skin care training. As final highlight participating children can choose either make-up or a nail color to feel even more beautiful.

● KidZania’s English programs: English@KidZania, E@K Activity, English Activities Program (EAP) and “English Wednesday”

Both of KidZania’s locations in Japan, KidZania Koshien and Tokyo, offer several kinds of programs with increasing levels of English, geared to create an interest in the English language as well as an opportunity to practice. From requiring little or no knowledge of English in English@KidZania non-stop three or five activities all in English with the EAP the programs adapt to individual children’s needs. In addition, English Wednesday is a weekly program where everyone is encouraged to speak in English. All of these programs are popular with both non-Japanese speakers and Japanese kids who want to experience an international atmosphere.

Please find more information at:

<http://www.kidzania.jp/koshien/en/> (English)

<http://www.kidzania.jp/cn/koshien/sc/index.html> (Simplified Chinese)

<http://www.kidzania.jp/cn/koshien/tc/index.html> (Traditional Chinese)

*KidZania Koshien can also be rented for private and corporate events. Please contact below.

Link to other images

Main Visual (http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/11/Beauty-Salon_Koshien002.jpg)

Notes to the editors:

About KCJ Group Inc., / KidZania

KidZania is a city founded by the children of the world where they can be leaders and learn about society while having fun. Kids get to role-play being grown-ups and working in a variety of jobs using real-world tools and equipment. Complete with shops, vehicles and other infrastructure, KidZania city is scaled to 2/3 of real-life size. Children get to choose from nearly 100 activities including radio presenter, airplane pilot or clerk at a bank held at over 60 pavilions. KCJ Group focuses on providing learning by doing experiences through its “Edutainment” facility.

More information about KidZania is available at <http://www.kidzania.jp/en/>

News Release (PDF): (http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/11/20181127_KidZania-Koshien-10years_EN_FNL.pdf)

Fact Book : (http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/11/KidZania-Koshien_Media-Pack_EN_2018.11FNL.pdf)

Contact Details for the Media:

Please contact us via Email at (KidZania@bluemoonmarketing.jp). (English or Japanese)

We also accept requests and adjustments for coverage throughout the year.

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