

To Feature Editor:

Press Release—For Immediate Release

## **Dino-Craze fills Cyberport Christmas Funland 2013 with Super Fun** *Featuring the Most Amazing Animal Playground*

**(Hong Kong 27 November 2013)** The unbeatable mania of dinosaurs will hit The Arcade, Cyberport bringing along a special and vivid Christmas! A bunch of lively dinosaur animatronics, together with a club of cute animals are ready to present you the **Cyberport Christmas Funland 2013!** Between 21 December 2013 and 1 January 2014, from 11am to 7pm daily, our 8 charming animal characters will be featured in different amusement games both indoor and outdoor. A bouncing paradise with giant animal design inflatables will spread across the lush green lawn of The Podium, whereas all-new exciting mechanical games and prize-giving game booths will be set up inside The Arcade. What's more, the Grand Lucky Draw and a great line-up of enchanting performances including magic spectacular, juggling show, Mr. Gingerbread Man parade and balloon twisting will make up like-no-other animal-themed carnival to celebrate Christmas and the New Year!

### **Gigantic 29-Foot Chameleon Slide as Highlight of Animal-themed Bouncing Paradise**

This year, the Bouncing Paradise has total 8 animal-themed huge inflatable games featuring giant whale, chameleon, clownfish, dinosaur, dolphin and more! Among all, the 29-feet tall **Chameleon World** is a must-play gigantic slide, where kids climb up its mouth and slide down from its long, extended tongue - an exhilarating challenge for the courageous little adventurers! Another 2 inflatables feature popular sharp ocean-blue color whale and orange-striped clownfish, which players are put to tests of their agility as they crawl through the big creatures' mouths that keep opening and closing slowly, and then slide their way out from the rear! For those who fancy water sports, the **Water Roll** lets players experience the thrill of floating on the water while pushing their bodies forward in the round plastic roll! Toddlers will also enjoy great fun at the **Fantasy Castle** and **Adventure Land**, especially designed for infants to play in company with their parents.

### **Exciting, Interactive Encounter at the Amazing Animal World**

Uncover another 8 astonishing games at the Amazing Animal World including dinosaur rides! Four tailor-made true-to-life dinosaur animatronics of different species, each at 3-metre long and 1.2-metre tall will meet visitors at The Arcade, Cyberport. Produced by fine materials that resemble dinosaurs' skin textures, kids will experience a joyous ride on these real-like giant creatures as if they are back to the ancient age of dinosaurs! At the **Ride-the-Baby-Dinosaur**, kids can hop in the saddle on top of the Dilophosaurus or Tyrannosaurus Rex in sync with the roaring sound effects and taste the genuine adventure sensation! At the **Walking with Dinosaur**, kids can even master the moving Triceratops

or Ankylosaurus by steering the control stick to make them walk, sway and maneuver. The fun level is off the chart by being a powerful dino-rider!

The **Happy Animal Racing** game zone imitates the African safari ambience with a range of adorable small size animals such as pony, giraffe and zebra for kids to choose and ride. By bobbing up and down their bodies over the animal, kids can drive the animals ahead or even start a mini-derby with other little riders. Right beside that is the **Milking Cow** where kids can try milk artificial dairy cows in a farm-like setup. Good for kids who are brought up in the city, this is an educational game to learn about the source of milk with fun. Other exciting games that give away savvy prizes include the big darts **Mega Target**, **Happy Catch**, sight-testing **Animal Hunter** and **Smart Shooter**.

What's more, visitors can get a game passport to collect stamps to redeem limited edition **Purple Baby Dino** gifts specially made for the Funland. A stamp can be collected for every \$10 ticket used in any of the 16 games at the Funland. Visitors can take home a Purple Baby Dino cushion with 40 stamps, and a 15-inch Purple Baby Dino plush toy with 50 stamps.

**The Festivities Keep Going! Win Great Prizes at the Grand Lucky Draw!**

Cyberport privilege card holders can receive a Complimentary Game Ticket (valued \$10) and a lucky draw ticket upon a single purchase of 20 game tickets. Great prizes are up for grabs including travel voucher valued \$13,000 (grand prize) and other fabulous prizes of laptop, family photo package, digital camera, hotel family package and more!

Don't forget to snap playful photos of your good time at the Funland and upload them to the Arcade Facebook page [arcade.cyberport](http://arcade.cyberport) to join our **Smiley Christmas Photo Contest**. Visitors whose photos got the highest votes will be awarded great prizes!

Extend your holiday cheers with family and friends in all kinds of festivities, such as magic spectacular, juggling show, Gingerbread Man parade, face-painting and clown balloon twisting. And that's not all! Track down the **Kidea Family** penguins hidden at the Funland to win dainty penguin goodies!

Hong Kong's biggest animal-themed mega party at the **Cyberport Christmas Funland 2013** will bring you and your beloved ones the warmest winter with infinite fun bash!

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For photographs of the activities, please visit:

<https://www.dropbox.com/sh/c99yxq3xtgqnzga/LmunJwH8ZP?n=190491841>

For enquiry: 3166 3111

Facebook : [www.facebook.com/arcade.cyberport](http://www.facebook.com/arcade.cyberport)

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### **About The Arcade, Cyberport**

The Arcade, situated in the core zone of Cyberport, is a 27,000 m2 retail and entertainment complex with an international mix of a state-of-the-art cinema, restaurants featuring fine cuisines, a variety of lifestyle shops and a supermarket. It is a one-of-a-kind, high-end shopping arcade in the Southern District of Hong Kong.

The Arcade's innovative design and unique architecture integrate nature and technology with retail, entertainment and education/exhibition activities. It offers unparalleled experience for visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which visitors can access information at any time and stay connected.

For interviews or further information please contact – Obediwise Communications 匯思公關：

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## **Appendix 1: Ticketing Information**

Date: 21 December, 2013 - 1 January, 2014

Time: 11am - 7pm

Venues: Ocean View Court, The Arcade, Cyberport & The Podium, 4/F, Cyberport 2

***Free admission. Tickets are required for the games.***

### **Ticket Promotion**

- \$10 per Game Ticket. Each game requires different number of tickets. 1-6 tickets per game.
- Buy 50 Game Tickets (worth \$10 each) at a discounted price of \$450 and get 3 Complimentary Game Tickets (valued \$10 each) for FREE. (12% off - Pay only \$450 to enjoy \$530 worth of tickets)
- A Complimentary Game Ticket (worth \$10) and a Lucky Draw Ticket will be given to Cyberport Privilege Card holder with a purchase of every 20 Game Tickets.

### **Other Offers**

- **Gift Redemption**

Collect stamps in different games to redeem exclusive animal gifts.

**40 stamps: Purple Baby Dino cushion**

**50 stamps: Purple Baby Dino plush toy**

Limited edition: 100 pcs each per day.

First-come-first-served basis, while stock lasts.



- **Grand Lucky Draw**

A Lucky Draw Ticket will be given to Cyberport Privilege Card holder with a purchase of every 20 Game Tickets. Get a chance to win the grand prize of travel voucher (valued \$13,000). Other fabulous prizes include laptop, family photo package, digital camera, hotel family package and more!

- **Smiley Christmas Photo Contest**

Upload your playful photo with smiley face to The Arcade Facebook fans page during the event to win great prizes. Visitors whose photos got the highest votes will be awarded great prizes! Upload and vote period: 21/12/2013 - 1/1/2014

- **Play games to win FREE Game Tickets**

Be our Facebook fan and play simple games to win \$30 Complimentary Game Tickets (first-come-first-served, while stock lasts). Game period: 9-20/12/2013

## Appendix 2: Event Details

Time	Programme
11am-7pm	<p data-bbox="391 825 662 856"><b>Bouncing Paradise</b></p> <p data-bbox="391 873 1398 999">There are 8 animal-themed huge inflatable games in total, including “Fantasy Castle”, “Hello! Mega Whale”, “Nemo Adventure”, “Chameleon World”, “Water Roll”, “Dino Kingdom”, “Dolphin Sky Slide” and “Adventure Land”.</p> <p data-bbox="391 1062 1433 1094">“Adventure Land” and “Fantasy Castle” are specially designed for kids aged 1-3.</p> <div data-bbox="464 1142 1273 1927">  </div>

11am-7pm

### Animal World Game Zone

There are 8 games in the zone, including “Animal Happy Racing”, “Ride-the-Baby-Dinosaur”, “Happy Catch”, “Animal Hunter”, “Smart Shooter”, “Mega Target”, “Milking Cow” and “Walking with Dinosaur”.

“Happy Catch”, “Animal Hunter”, “Smart Shooter” and “Mega Target” are games with savvy prizes.

#### “Animal Happy Racing”



#### “Happy Catch”



#### “Milking Cow”



**“Ride-the-Baby-Dinosaur”**



**“Walking with Dinosaur”**



**11am-7pm  
(Designated  
time)**

**Great Entertainment**

Magic spectacular, juggling show, Mr. Gingerbread Man parade, face painting (\$10 /time), clown balloon twisting and group performance.

**Magic Spectacular**

Impressive magic treats are waiting for you

21/12/2013 – 1/1/2014

3pm daily

**Juggling Show**

Watch the dazzling circus with fun

21/12/2013 – 1/1/2014

By Clown Wing Wing

5pm daily

**Music Performance**

3 Christmas cheerers will tour around with music to spread the happy spirit all around!

24-26/12/2013



	<p>3:30pm-4pm daily</p> <p><b>Mr. Gingerbread Man Parade</b> Take a photo with Mr. Gingerbread and give him a big hug 24-26/12/2013 2pm-5pm daily</p> <p><b>Balloon Twisting</b> Playful clown will twist funny balloons for kids 21/12/2013 – 1/1/2014 1pm-6pm daily</p> 
<p><b>11am-7pm</b></p>	<p><b>Find the Kidea Family</b> Get a chance to win a prize by locating the hidden Kidea Family at the Funland.</p> 