

## MEDIA RELEASE

### Jewel Changi Airport welcomes the holiday season with first-in-Singapore Super Mario campaign and exciting year-end festivities



*Head to Pipe Around the World at Jewel for a Super Mario adventure this year-end season.*

**Singapore, 16 November 2023** – Jewel Changi Airport (Jewel) ushers in the holiday year-end season with a Super Mario-themed event, ***Pipe Around the World at Jewel***, a first-of-its-kind in Singapore. Till 1 January 2024, enter the world of Super Mario with adorable photo spots featuring the Mario family, exclusive meet-and-greet sessions with Mario and Luigi, and bag limited-edition Pipe Around the World at Jewel premiums.

## Pipe Around the World at Jewel

At the Shiseido Forest Valley, Super Mario fans can get a chance to 'jump' into colourful warp pipes and experience many photo-worthy spots with beloved characters and power-up items found in the Super Mario world at ***Pipe Around the World at Jewel***.

Visitors can embark on their Super Mario adventure from the five-metre-tall 3D centerpiece installation.







*Find three 2-metres installations of a ? Block, a Super Star and a Super Mushroom at the Shiseido Forest Valley.*

Three larger-than-life displays – a ? Block, a Super Star and a Super Mushroom – each two metres tall, are perfect for fans and visitors alike to strike some poses and imagine gaining a new special ability.





*Snap photos with the colourful warp pipes, beloved characters and power-up items found in the Super Mario world.*

Eight other photo spots feature notable Super Mario characters such as *Princess Peach, Toad, Bowser, Goomba, Yoshi* and the iconic Super Mario Pipes. These character photo spots will allow fans to snap a shot alongside their favourite characters, or even pretend to be transported to one of the Super Mario worlds through the 56 pipes located throughout Jewel.

### **See Mario and Luigi in a first-in-Singapore meet-and-greet**

Fans and enthusiasts of Super Mario will get a chance to meet and interact with the well-loved Mario and Luigi characters on 17, 18 and 19 November (12pm, 2pm and 4pm), at South Gateway Garden on Level 2. This is the first time such a meet-and-greet is happening in Singapore, with only three sessions each day.

### **Bag Pipe Around the World at Jewel premiums with every spend**

In line with the campaign, Jewel and Nintendo have specially developed ***Pipe Around the World at Jewel*** premiums for purchase with every S\$50 spend in a receipt. These premium items include a 2-in-1 cushion & neck pillow priced at S\$13, a versatile 3-in-1 organiser for S\$13), a stylish canvas bag for S\$12 and a handy travel pouch also priced at S\$12.





2-in-1 Cushion & Neck Pillow Design 1



2-in-1 Cushion & Neck Pillow Design 2



3-in-1 Organiser Design 1



3-in-1 Organiser Design 2



Canvas Bag Design 1



Canvas Bag Design 2



Travel Pouch Design 1



Travel Pouch Design 2

## A sparkling *Christmas at Jewel* with festive lights and snowfall

Visitors can also look forward to a delightful array of activities to bask in the holiday spirit. From the mesmerizing Christmas Light & Sound Show and snowfall experience, festive light-up at Canopy Park, iconic 16-metre Alipay+ Jewel Christmas Tree to an exclusive one-night-only festive performance on 23 December, ***Christmas at Jewel*** will be the special venue for visitors to celebrate the festive joy and wonder with their families and loved ones.

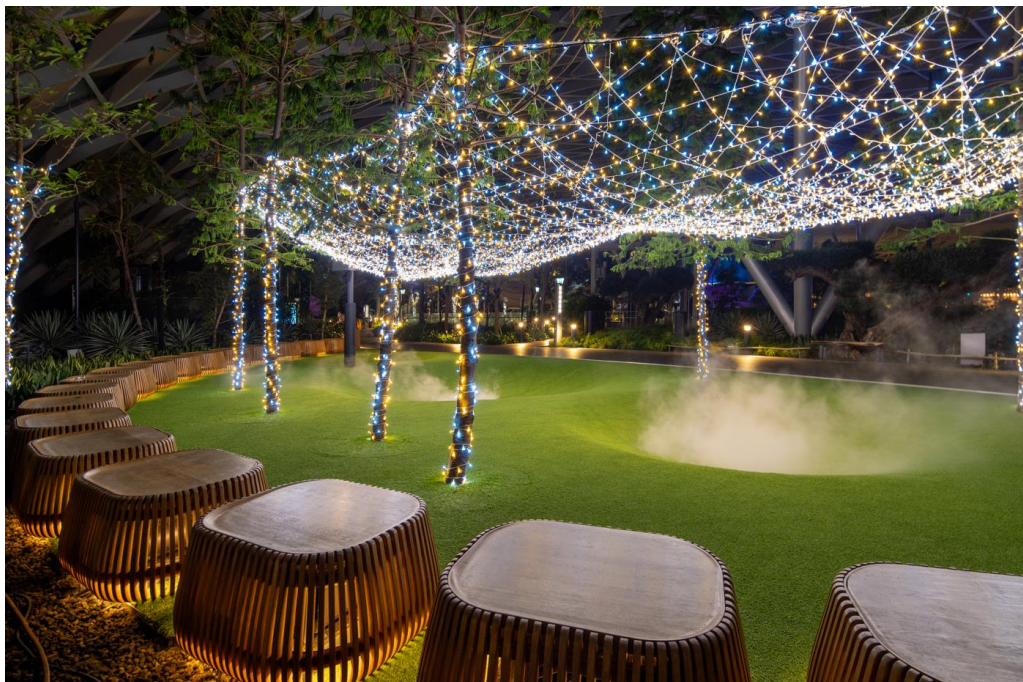


*Pose at the Alipay+ Jewel Christmas Tree and usher in the festivities with your loved ones.*

At the heart of the celebration stands Jewel's crowd-favourite 16-metre-tall Christmas tree at the main entrance of the Shiseido Forest Valley. Sponsored by Alipay+, the **Alipay+ Jewel Christmas Tree** is a towering masterpiece adorned with silver, platinum and gold lights and ornaments. For the first time ever, visitors can select their favourite lighting pattern and witness it being projected on the Christmas Tree through interactive kiosks located at the entrance of the Christmas tree.



This collaboration offers visitors an opportunity to learn more about Alipay+’s global e-wallet partners through the tree tunnel experience. As retail and travel evolve in a post-pandemic world, Alipay+ has transformed into a global cross-border payment platform. This platform facilitates overseas payments for foreign digital wallets such as Touch N’ Go from Malaysia, AlipayHK from Hong Kong, Gcash from Philippines, Kakaopay from Korea, Truemoney from Thailand and more. Furthermore, Alipay+ will host its **Festive Rewards** roadshow at Jewel’s Basement 1 Atrium from 9 November 2023 till 7 January 2024, offering visitors the chance to win exciting prizes and partake in interactive installations that capture unique photo moments.



*Soak in the festive atmosphere with the special lights and decorations at Canopy Park.*

Come nightfall, Jewel will be transformed into a garden of lights this time of the year. At the Shiseido Forest Valley and Canopy Park, there will be fairy lights, lighted arches,

Christmas trees and other festive decorations, adding to the ambiance of the holiday season.

Visitors can also gather at the HSBC Rain Vortex where the Christmas Light & Sound Show will take center stage every evening at 7.30pm, 8.30pm, 9.30pm, with an additional show on weekends (Fri – Sun) at 10.30pm. The choreographed lights dance in perfect harmony with timeless Christmas melodies, crafting a delightful symphony of colours and sounds. Stay on for the enchanting snowfall experience that will add to the wintry wonderland atmosphere every evening at 7.35pm, 8.35pm, 9.35pm and 10.35pm.



*Experience a sparkling Christmas at Jewel with its daily Christmas Light & Sound Show and snowfall experience every evening.*



## **First-ever ticketed performance at Jewel**

Visitors will be in for a delightful experience at ***Evening of Enchantment***, a one-night-only special concert on 23 December 2023, from 7pm, at the Shiseido Forest Valley. Featuring captivating performances by renowned local artistes, Benjamin Kheng and Annette Lee, attendees can sing along to their latest hits and Christmas classics, fully immersing themselves in the festive atmosphere. The evening will also feature a mesmerising Handbell performance by Ministry of Bellz, with the charismatic local personality, Naomi Yeo, taking visitors through this enchanting night.

Tickets are currently available for purchase at <https://www.jewelchangiairport.com/en/evening-of-enchantment.html.html> for S\$36. Mastercard and UOB cardholders enjoy a discount of 15% off standard ticket prices. For those who plan to enjoy the concert with friends, there is a higher discount of 20% offered for group purchases of six tickets.

## **Additional perks for Jewel shoppers this festive season**

For Mastercard cardholders, they can also purchase an additional premium when using their Mastercard for purchases.

Furthermore, visitors shopping at Jewel or participating in the other promotions during the festive period can redeem a complimentary S\$5 Attractions Voucher that comes with a promo code for ala-carte or bundle ticket purchases for Canopy Park attractions.

Additionally, UOB card members can receive a S\$10 Jewel Gift Voucher when they spend a minimum of S\$150, with a maximum of three same-day receipts.

From 1 December to 29 February 2024, shoppers at Jewel can also enjoy the newly minted Jewel Festive Hands-Free shopping service. For just S\$6 over a 3-hour duration, shoppers can deposit their bags (regardless of size or weight) at the Basement 1 facility (next to Toys”R”Us). Simply show a receipt with minimum spend of S\$50 upon collection of bags. Terms and conditions apply.

**James Fong, CEO of Jewel Changi Airport Development**, said “The year-end season is always a special time here at Jewel, where we aim to create new experiences for local visitors, families and travellers to make cherished memories with their loved ones and truly relish the Christmas festivities. This year, we are delighted to collaborate with Nintendo to bring a first-of-its-kind Super Mario activation to Jewel. We are also excited to present our very first ticketed event in the enchanting setting of the Shiseido Forest

Valley, featuring a captivating Christmas performance. Our signature Christmas Tree remains a mainstay of our annual celebrations and this year, we are thrilled to partner Alipay+ to bring in festive cheers to our guests at Jewel. We eagerly anticipate welcoming everyone to Jewel this holiday season and may our guests revel in a sparkling time filled with joy, warmth and the magic of the season.”

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**About Jewel Changi Airport ([www.jewelchangiairport.com](http://www.jewelchangiairport.com))**

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport’s landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport’s appeal as a premier air hub.

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