

NEWS RELEASE

## CapitaLand brings Disney magic to life at its Singapore malls with Southeast Asia's largest interactive Tsum Tsum carnival



©Disney ©Disney Based on the "Winnie the Pooh" works by A.A.Milne and E.H Shepard.

An artist's impression of Plaza Singapura's Tsum Tsum clockwork display inspired by a Disney Tsum Tsum short

**Singapore, 2 March 2017** – The Disney Tsum Tsum (pronounced “soom soom”, meaning “stack stack” in Japanese) craze that is taking the world by storm has reached new heights in Singapore. CapitaLand, which owns and manages Singapore's largest shopping mall network, is hosting Southeast Asia's largest interactive Tsum Tsum carnival from 3 March to 2 April 2017. The islandwide carnival titled “Live out your Tsum-sational adventure at CapitaLand malls” kicked off today with Southeast Asia's very first Tsum Tsum roving parade. Six two-metre-tall giant Tsum Tsum inflatables of well-loved Disney characters marched from Bugis Junction past Raffles City Singapore to Plaza Singapura where more festivities ensued, attracting squeals of delight from fans wherever they went.

The month-long Tsum Tsum carnival at CapitaLand malls in Singapore recreates scenes from the popular Disney Tsum Tsum short series, and features specially curated activities that are highly interactive. Shoppers can watch Tsum Tsums spring to life when the clock tower strikes Tsum o'clock on the hour at Plaza Singapura, test their agility clearing a ninja-inspired mini obstacle course at Junction 8 and Sembawang Shopping Centre, and get an adrenaline rush whilst racing Tsum Tsums atop robotic cars at Tampines Mall.

Ms Teresa Teow, Head of Retail Management, Singapore, CapitaLand Mall Asia, said, “At CapitaLand, we believe in creating enriching, interactive and innovative retail experiences that set the stage for shoppers to construct their own special moments. When Disney Tsum Tsum quickly become a hit across Asia and the United States after it started as a mobile

game in Japan, we saw the opportunity to bring a heightened experience of this pop cultural phenomenon to our malls for the enjoyment of our shoppers. The adorable Tsum Tsums have broad appeal and shoppers of all ages will have a delightful time connecting with their loved ones as they set off together on the Tsum-sational adventure at CapitaLand malls across the island.”

### Play and earn rewards

What is a Tsum Tsum adventure without a mission? From 3 March to 2 April 2017, shoppers can enjoy an immersive offline-and-online (O&O) Tsum Tsum experience by launching an event-exclusive Mission Bingo in the CapitaStar app to win prizes by completing simple and fun missions. These range from taking a selfie with the giant Tsum Tsum inflatables at Bugis Junction and Raffles City Singapore, finding the treasure in the ninja castle at Junction 8 and Sembawang Shopping Centre, lighting up the Tsum Tsum display using pedal power at The Star Vista, finding hidden Tsum Tsums at Westgate, IMM Building and JCube based on clues given out by Sparkle, CapitaStar’s chatbot. The first 10 CapitaStar members to complete their Mission Bingo will be rewarded with 250,000 STAR\$® and other attractive prizes.

### Unite ‘Em

Tsum Tsums believe in strength in numbers! To raise awareness of climate change and promote the use of alternative energy in conjunction with Earth Hour celebrations taking place this month, shoppers are invited to light up the Tsum Tsum display at The Star Vista every evening from 20 to 26 March by pedalling the stationary bikes docked in the mall. The mileage clocked by shoppers at The Star Vista will be combined with that contributed by shoppers in other CapitaLand malls across Singapore, China, Malaysia, Japan and India, which are holding different cycling-related events. The target is to unite the efforts of shoppers across these five countries and collectively clock a total distance of 40,075 kilometres, equivalent to the Earth’s equatorial circumference.

### Collect ‘Em

CapitaStar members can redeem an exclusive Disney Tsum Tsum huggable – a must-have for Tsum Tsum collectors – with a daily minimum spend of S\$180<sup>1</sup> at participating malls. American Express® CapitaCard members need only charge a minimum spend of S\$160 to their card to redeem one. The premium Disney Tsum Tsum huggables featuring popular Disney characters Olaf & Elsa, Chip & Dale and Stitch & Lilo are available from 3 March, while sets of Eeyore & Piglet, Mickey & Minnie and Winnie & Tigger will launch on 17 March. Shoppers who collect all six pairs of plush toys stand a chance to win return air tickets for four persons to Japan – the birthplace of Tsum Tsum – and a five-night stay at Citadines Central Shinjuku Tokyo.

Tsum Tsum collectors can also shop for fashionable Disney Tsum Tsum gold jewellery and other official merchandise at participating retailers across CapitaLand malls.

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<sup>1</sup> Limited to two redemptions per CapitaStar member per mall per day. CapitaStar members need only spend a minimum of S\$120 (S\$100 for American Express® CapitaCard holders) at JCube, Sembawang Shopping Centre and The Star Vista to redeem one.

For the full list of Tsum-sational adventure activities taking place at CapitaLand malls from 3 March to 2 April 2017, as well as the campaign terms and conditions, please visit [www.capitalandmallasia.com.sg/tsumtsum](http://www.capitalandmallasia.com.sg/tsumtsum).

**About CapitaLand Limited ([www.capitaland.com](http://www.capitaland.com))**

CapitaLand is one of Asia's largest real estate companies. Headquartered and listed in Singapore, it is an owner and manager of a global portfolio worth more than S\$78 billion as at 31 December 2016, comprising integrated developments, shopping malls, serviced residences, offices, homes, real estate investment trusts (REITs) and funds. Present across more than 130 cities in over 20 countries, the Group focuses on Singapore and China as core markets, while it continues to expand in markets such as Vietnam and Indonesia.

CapitaLand's competitive advantage is its significant asset base and extensive market network. Coupled with extensive design, development and operational capabilities, the Group develops and manages high-quality real estate products and services. It also has one of the largest investment management businesses in Asia and a stable of five REITs listed in Singapore and Malaysia – CapitaLand Mall Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust and CapitaLand Malaysia Mall Trust.

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