

# Press Release



FOR IMMEDIATE RELEASE

## ***THE CHRONICLES OF NARNIA: THE EXHIBITION* to be extended**

*Exhibition benefiting ST School Pocket Money Fund a hit among children and families*

**Singapore** (30 January, 2012) – ***The Chronicles of Narnia: The Exhibition***, which is currently located at the skating rink at The Shoppes at Marina Bay Sands, is fast becoming a popular hotspot for children and adults alike. Due to the exhibition's popularity and demand for tickets, the exhibition will be extended until 26 February 2012. The exhibition's tickets sales will continue to be donated to the Straits Times School Pocket Money Fund.

Since it was opened on 3 December 2011, over 15,000 paying visitors have entered the world of Narnia, which offers young and old alike a world of adventure, inspired by the legendary C.S. Lewis. This exhibition has proved to be a huge success with visitors being able to relive the magical world of Narnia through the use of authentic movie props and interactive displays.

All proceeds from the ticket sales of the exhibition will go to The Straits Times School Pocket Money Fund, as part of Marina Bay Sands' commitment to support the youth of Singapore. The Straits Times School Pocket Money Fund helps children from low-income families pay for meals at school, transport fees to and from school, and stationery.

Mr. George Tanasijevich, President and Chief Executive Officer for Marina Bay Sands, and Managing Director, Global Development, Las Vegas Sands Corp., said, "Based on positive response from the public, we have decided to extend the exhibition. We will also continue to donate all proceeds of ticket sales to help the children sponsored under The Straits Times School Pocket Money. We are delighted that we can contribute towards their important work."

The exhibition is produced by Global Experience Specialists, Inc. (GES) in partnership with Walt Disney Pictures and Walden Media. Based on the C.S. Lewis' beloved fictional books and blockbuster film series, the state-of-the-art entertainment and educational experience offers visitors the opportunity to tour scenes from the famed literary world of Narnia. Through authentic costumes, props and set dressings from the magical Narnia films, visitors will enter a three dimensional world that combines the wonders of science with aspects of fantasy.



Visitors to the exhibition will view items from the author C.S. Lewis' personal study and experience exciting environments such as the attic made famous by Lucy, the youngest of the four Pevensie siblings. Once inside the world of Narnia, visitors will encounter falling snow and other interactive and instructive elements including:

- A replica of the White Witch's Throne where visitors can sit on the icy throne and feel the chill. A nearby display describes the impact of climate change on our planet and investigates whether our planet could be frozen for 100 years, like the world of Narnia.
- An area featuring King Miraz's Castle from the Chronicles of Narnia: Prince Caspian where visitors have the opportunity to build an arch, while learning about the architectural structure and strategy involved in the design.
- An area highlighting the mythical creatures of Narnia, which allows visitors to create their own creatures featured in the film. Three stacks of rotating, square blocks stand in three, four and six-foot configurations, each level featuring different aspects of a creature. By rearranging the different levels, visitors can create well-known characters from the Narnia films or mix and match the squares to create new characters.

**Visitor Information:**

<b>Availability</b>	:	Till 26 February 2012
<b>Venue</b>	:	The Skating rink at The Shoppes at Marina Bay Sands
<b>Opening Hours</b>	:	10am – 10pm, 7 days a week (last entry 9.30pm)
<b>Tickets</b>	:	S\$5 per person (2 years and under admitted free) S\$20 – Family package (2 adults and up to 4 children) \$2.50 each for additional child. (Children: 3-16 years)

Tickets can be purchased at The Skating Rink each day or at any Marina Bay Sands Box Office (Museum, Theaters, SkyPark, Retail Mall and Hotel Tower 1 and 3 Lobby).

For more information please log onto our official website [www.marinabaysands.com](http://www.marinabaysands.com)

*\*Admittance to Narnia is subject to exhibition capacity. No photos, video, food or drinks allowed in the Exhibition.  
\*All proceeds from the Ticket Sales will be donated to The Straits Times School Pocket Money Fund.*



#### **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

#### **About GES**

Global Experience Specialists, Inc. (GES), a Viad Corp (NYSE: VVI) company, is a leading marketing agency that produces exhibitions, events, exhibits and retail environments. GES provides a wide range of services, including turn-key official show services, cutting-edge creative and design, marketing and measurement services—all with an unrivaled global reach. GES partners with leading shows and brands, including the International CES, Spring Fair Birmingham, International Woodworking Fair, CONEXPO-CON/AGG and IFPE, Bell Helicopter, Genzyme, L'Oreal, Warner Bros., and Simon Property Group. The GES National Servicer™ has been recognized with certification under the J.D. Power and Associates Certified Call Center Program™ for the past three years, and *Ad Age* has twice named GES a "World's Top 50 Agency Company." For more information, visit [ges.com](http://ges.com) or the GES blog at [defyingconvention.ges.com](http://defyingconvention.ges.com).

#### **About Walden Media**

Walden Media specializes in entertainment for the whole family. Past award-winning films include: "The Chronicles of Narnia" series, "Journey to the Center of the Earth," "Nim's Island," "Charlotte's Web" and the Sundance Audience Prize Winning documentary "Waiting for 'Superman.'" Upcoming films include the family adventure "Journey 2: The Mysterious Island," drama "Learning to Fly," Jay Moriarity biopic "Of Men and Mavericks" and the family comedy "Parental Guidance."

#### **ABOUT THE WALT DISNEY STUDIOS**

For more than 85 years, The Walt Disney Studios has been the foundation on which The Walt Disney Company (NYSE: DIS) was built. Today, the Studio brings quality movies, music and stage plays to consumers throughout the world. Feature films are released under four banners: Walt Disney Pictures, which includes Walt Disney Animation Studios and Pixar Animation Studios; DisneyNature; Marvel; and Touchstone Pictures, which includes the distribution of live-action films from DreamWorks Studios. Original music and motion picture soundtracks are produced under Walt Disney Records and Hollywood Records, while Disney Theatrical Group produces and licenses live events, including Broadway theatrical productions, Disney on Ice and Disney LIVE!. For more information, visit [www.waltdisneystudios.com](http://www.waltdisneystudios.com).

**©DISNEY/WALDEN. THE CHRONICLES OF NARNIA, NARNIA, and all book titles, characters and locales original thereto are trademarks and are used with permission.**