

For Immediate Release

I'm Proud of You: Champs Fest 2022
MindChamps Celebrates 20 Years in Singapore

In line with MindChamps' 20th Anniversary in Singapore, MindChamps is bringing back I'm Proud of You: ChampsFest 2022 which will be held at Marina Square's Main Atrium during this September school holidays.

Singapore, 22 August 2022 – As part of its 20th Anniversary Celebrations, MindChamps, the preschool brand that has been voted No.1 by Singapore parents* for eight years in a row, is announcing a very special and unique event where parents can show how proud they are of their children. *I'm Proud of You: ChampsFest 2022* will take place in the main atrium of Marina Square shopping mall during the September school holidays from 6th to 11th September 2022.

Most of us know that our parents love us, just as our children know we love them. But not many of us have experienced our parents telling us how proud they are of us. Research shows that to a young child, their parents' pride in them gives them a strong sense of self-confidence and wellbeing.

This is why MindChamps started the **'I'm Proud of You'** Movement in 2017. This year's specially crafted event is filled with carefully designed activities for children aged two to 12 years to provide opportunities for their parents to show how proud they are of them.

There will be special stage performances by our K2 Champs and Champs from *MindChamps Académie of Stars*, as well as fun activities such as *I'm Proud of You Family Challenge*, creative *PlayDoh Workshops*, an *Inflatable Obstacle Course* featuring our proprietary *Crafted Play™*, an immersive and educational *Space Rangers Adventure*, a *MultiSports Zone*, a *Trampoline Challenge*, *Carnival Games* and more.

I'm Proud of You Family Challenge

MindChamps has created a special *Family Challenge* centred around the theme of 'I'm Proud of You' where families can enjoy quality time together and strengthen their parent-child bond.

Each family that completes the eight fun activities in the challenge can look forward to redeeming a goodie bag for every child.

The activities, which facilitate two-way interactions between parents and child, will focus on the five key attributes mapped out by MindChamps:

- I am a Life-Long Learner
- I am Grateful
- I am Confident
- I am Compassionate
- I Focus on the Beauty in Others

Children can show their parents what they have learnt, including the important values in life, while their parents can be proud of the unique, amazing achievements their children can make in a short amount of time with the right learning approach.

An Out-of-this-World Playtime!

Encouraging learning through themed play, activities happening at *I'm Proud of You: ChampsFest 2022* will include a space-themed adventure called Space Rangers. This joint initiative between MindChamps Enrichment Academy and MindSpace will see children work through exciting, subject-based challenges that will make their parents proud. Children will draw upon the knowledge they have picked up to launch satellites into space, make “alien slime” and learn a space-themed vocabulary.

Other Activities to go Starry-eyed Over

To ensure that there is something for everyone in the family, the event arena will also be packed with activities. These include a Multi-Sports area for sporty families and PlayDoh workshops, which allow children to exercise their creative clay-making talents while guided by official PlayDoh trainers. Families can look forward to taking home their proud creations from the workshop.

Families taking a break from all the games and activities will be entertained by stage performances by the K2 Champs and MindChamps Académie of The Stars. On top of these, a multi-coloured Inflatable Obstacle Course featuring MindChamps' proprietary Crafted Play™

and carnival games are sure to be crowd-pleasers. The calendar of activities taking place from 10am to 7pm daily, between 6 to 11 September 2022, can be found on <https://www.iamprouduofyou.com> where families can begin pre-registering for these activities.

**Survey conducted by Influential Brands*

END

For more information or media interviews:

Marie Wee LLP

Marie Wee

T: (65) 9061 6082

E: marie@mariewee.com

Raquel Lee

T: (65) 9247 4078

E: raquel@mariewee.com

About MindChamps

MindChamps PreSchool holds the Number One position in market share of premium range preschools in Singapore with a market share of 38.5 per cent*. Its growing global presence includes premium preschools and enrichment centres in Australia, the Philippines, Myanmar, Malaysia and Indonesia.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly experienced management team and an esteemed MindChamps World Research, Advisory & Education Team, chaired by world-renowned Neuroscientist Emeritus Professor Allan Snyder (Fellow of the Royal Society). MindChamps is the only educational institute to collaborate with Emeritus Professor Snyder on the empirical research of the 3 minds model of education - the Champion, the Creative and the Learning Minds, which is uniquely built into the MindChamps curriculum.

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organization being honoured with some of the most sought-after industry awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.

This includes being ranked amongst the top 50 of Singapore's fastest growing companies in 2019 and 2020 by The Straits Times and German-based global research firm Statista; winning the Influential Brands® Top Brands Award for eight consecutive years (2014-2022, 2020 was a year in which the awards didn't take place) and the Superbrands® Mark of Distinction for nine years in a row (2014-2022), the influencer Brands Top Employer Award (2019 and 2020) and the 2017 Dun & Bradstreet Business Eminence Awards. MindChamps was ranked in the top 1000 of Singapore companies for 5 consecutive years in Singapore 1000 Awards (2011-2015) and 8th out of 50 top companies in the 2017 Enterprise 50 Awards. In 2021, MindChamps was ranked 58th in Brand Finance's top 100 Brands in Singapore, being the highest new entrant and the only preschool in the list.

**Based on Independent market research as of 15 September 2017*