



Mr. Ron K. Patterson (Frisco Economic Development Corporation, President)

Web Site: <http://friscoedc.com>
Email: RPatterson@friscoedc.com
Phone Number: 972-292-5150
Fax Number: 972-292-5166

Global Attraction KidZania Lands in the U.S.; U.S. corporate HQ and educational facility coming to Frisco

Author:

Global Attraction KidZania Lands in U.S.; U.S. corporate HQ to locate at Stonebriar Centre
Education-Focused Entertainment Center Lets Kids Live Out Their Dream Job

NEW YORK (March 21, 2017) — The world's fastest growing experiential learning center for children is coming to the U.S., promising to bring unique educational experiences to American children.

Capitalizing on the global trend of educational entertainment, KidZania will open in regional shopping centers owned and operated by GGP Inc. in Dallas (Stonebriar Centre in Frisco) and Chicago building on an existing network of locations in 24 major cities worldwide.

"At KidZania, we offer the ideal environment for kids to learn about a host of occupations and careers, all while building skills like teamwork, trust and financial responsibility," said **Keith Rubenstein, acting CEO of KidZania USA**. "We look forward to bringing this innovative learning experience to families and educators in Dallas and Chicago and expanding to around 20 other major cities in the near future."

The KidZania model is built around "mini-cities" that allow children to role-play in more than 100 occupations and professions, from board member to baker and doctor to truck driver. Each KidZania is tailored to the city in which it resides, complete with buildings, paved streets, vehicles and a self-contained economy fueled by a currency called "kidZos."

"Customers want new, innovative options at regional shopping centers," said **Sandeep Mathrani, CEO of GGP**. "We've embraced working with KidZania for their remarkable concept that aligns with our mission to provide an outstanding environment and experience that customers have come to expect from us."

The brainchild of Mexican entrepreneur Xavier Lopez Ancona, KidZania was founded in 1999 on the premise that children want to learn by participating in the real world. Research has shown that by providing children with access to real-life activities that both entertain and inform, they will be better prepared to build life skills and stay focused in the classroom.

"Role-play is a critical part of early childhood development, teaching children how to communicate, explore and collaborate with others. Concepts like KidZania allow children the opportunity to experiment with real-life situations, think critically and express ideas in a fun environment, better preparing them for life," said **Dr. Ger Graus, Director of Education at KidZania**.

"We are proud a global brand like KidZania is making its United States debut in Frisco, Texas, with its U.S. corporate headquarters location and educational and entertainment facility," said **Jim Gandy, president of the Frisco Economic Development Corporation**. "Young families in Frisco, North Texas and beyond will find this destination more than a fun day out. KidZania offers a hands-on learning experience for the youngest of the future workforce by allowing them to role play what it's like to be an employee on the job."

In each location, companies sponsor landmarks and businesses to help make the experience as authentic as possible. KidZania's current industry partners include British Airways, Coca Cola, Mitsubishi Motors, Honda, Johnson & Johnson, Sony, Kellogg's, H&M and Fuji Film.

"Our industry partners work with us closely to make each city unique, while also ensuring each job is modeled on a real-life example," said **Xavier Lopez Ancona, founder of KidZania**.

KidZania centers span the globe from Mexico City to London to Tokyo. Each facility receives around half a million visitors a year, making the brand one of the fastest growing youth-oriented attractions catering to children ages 4-14.

The inaugural U.S. locations, developed by Chicago-based real estate firm GGP Inc. are expected to open in 2018 and 2019. They will join the rapid expansion of locations in Paris, Doha, Johannesburg, Guadalajara, Abu Dhabi, Surabaya and Toronto.

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About KidZania USA

KidZania USA is America's leading experiential learning center for children and is owned and operated by a partnership led by E2W. With initial locations under development in Chicago and Dallas, KidZania USA is empowering children ages 4 to 14 with the same unique educational model that has already had a transformative impact on families and educators across the world. Launched in 1999, there are currently 24 KidZania locations in 19 different countries, with another nine locations currently under development. For more information about KidZania, visit www.KidZania.us , on Facebook at www.facebook.com/KidZaniaOfficial , or on Twitter, [@KidZania](https://twitter.com/KidZania) .

Media Contact: Jane Hardey, [212-960-8120](tel:212-960-8120) , Jane@marathonstrategies.com

William Gerlich, [212-390-8860](tel:212-390-8860) , William@marathonstrategies.com