



**FOR IMMEDIATE RELEASE**

## **Snow City Singapore Sets a New Singapore Record for Largest Dyed Ice Gallery**

*The Coloured Ice Playground is a collection of interactive exhibits made from over 250 dyed and clear ice blocks.*

**SINGAPORE, 8 February 2024** - Get ready to be enchanted as Snow City Singapore unveils the Coloured Ice Playground – Singapore's largest dyed ice gallery! Under the support of the Singapore Tourism Board's spruce-up initiative, the Coloured Ice Playground is crafted by renowned local artist Jeffrey Ng. It spans an impressive 127 square meters and is made from 270 coloured and clear ice blocks, creating an immersive experience of vivid hues against a backdrop of sparkling snow.

Recognised by the Singapore Book of Records, the Coloured Ice Playground is a testament to artist Jeffrey Ng's and Snow City's creative prowess and ambition, involving an extraordinary 499 hours of craftsmanship. At the Coloured Ice Playground, guests can expect an array of exciting activities, including exhilarating ice slides and awe-inspiring ice sculptures, all housed in this remarkable icy landscape.

"We are thrilled to unveil the Coloured Ice Playground at Snow City Singapore. As a permanent attraction under the Science Centre Singapore group, this project showcases our commitment to providing unique and educational experiences for our guests. We are grateful for the support of the Singapore Tourism Board and believe that this remarkable attraction will leave a lasting impression on all who visit." said Mr Norazani Shaidin, General Manager of Snow City Singapore.

The launch of the Coloured Ice Playground exemplifies Science Centre Singapore and its Group of Attraction's dedication to creating distinctive and innovative concepts for its guests. Through this record-breaking initiative, Snow City Singapore hopes to offer both locals and tourists a chance to escape the tropical heat and immerse themselves in a captivating winter wonderland.

Tickets for the Coloured Ice Playground are available for purchase at <https://ticket.snowcity.com.sg/>. Admission includes Snow Play and a Bumper Car Ride.

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### **About Snow City Singapore:**

Snow City is Singapore's only permanent indoor snow centre, offering an Arctic experience that is close to winter environments. Wholly owned by the Singapore Science Centre Global Pte Ltd and operated by Snow Venture Pte Ltd, it spans across 3,000 square metres, and is three storeys high with a 60-metre long snow slope for visitors to snow tube. Key facilities at Snow City are inspired by the Arctic, and include Singapore's first ice gallery, a Snow Chamber, a bumper car arena and photo-taking services. It features a snow machine that is first-of-its-kind in Asia, producing fine powdery snow.

For more information, please visit <http://www.snowcity.com.sg>