



## press release

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# Blast off out of this world with Elmo & Friends Only at Universal Studios Singapore®

## World's First Sesame Street® Immersive Theme Park Ride to open 1 March 2013

**SINGAPORE, 18 FEBRUARY 2013** – “A” is for “Adventure” and that’s what you will find at the newest ride coming to Universal Studios Singapore. Southeast Asia’s premier theme park will debut, on 1 March 2013, the world’s first fully immersive Sesame Street indoor themed ride to be enjoyed by the whole family together, taking guests on an outer space adventure with Elmo and friends.

Bringing the world’s longest-running and most beloved children’s television program to life, the indoor themed ride named **Sesame Street Spaghetti Space Chase** will feature a zany science-fiction inspired plot, coupled with signature Sesame Street comedic style and music. Guests onboard this high-flying adventure will find themselves fully immersed in fun surroundings and special effects, alongside their favourite friends from Sesame Street.

Celebrating the launch of the ride, the park will host a special Sesame Street Carnival from 1 to 3 March 2013. New York Street will be transformed into an extension of Sesame Street, bringing park guests a weekend of fun and excitement. Highlights of the carnival include giant board games along the street, special carts offering Sesame Street items, as well as even more opportunities to catch the park’s Sesame Street shows and character meet-and-greets.

Mr. Dennis Gilbert, Senior Vice President of Attractions at Resorts World Sentosa said: “The launch of the Sesame Street shows at Universal Studios Singapore last year was a tremendous success. Elmo, Cookie Monster, Oscar and other loveable characters of Sesame Street have captivated the hearts and minds of our guests, testament to their popularity. We look forward to continuing the Sesame Street experience with the launch of this new ride, packing in even more fun and excitement for the whole family visiting the park.”

The ride will feature 12 characters from the Sesame Street repertoire, starring Super Grover and the lovable Elmo, who turns into Super Elmo to help save the day! Kick-starting the story are three brand new characters, “Macaroni the Merciless” and his partners-in-crime, “Zester” and “Shredder”. Created exclusively for this ride, these gluttonous super villains are well underway in their plot to steal all spaghetti and noodles on Earth.

Guests will be zipped off into the Sesame Street universe as they get enlisted, together with Elmo, to be Super Sidekicks of Super Grover, in an attempt to stop Macaroni the Merciless and return all stolen spaghetti and noodles to the children on Earth.

“The adventures never end with Sesame Street, and Universal Studios Singapore is extending the fun with Grover, Elmo and the rest of the Sesame friends,” said Mr. H. Melvin Ming, President and CEO, Sesame Workshop.

He added, “We’re thrilled to offer this new experience for the entire family as we continue to explore different channels to extend our reach, educating and entertaining children all over the world.”

Since May 2012, Big Bird and friends have called the New York zone home, with live shows taking place daily along New York Street. A new themed retail store – Big Bird’s Emporium – and a Sesame Street school bus with park-exclusive merchandise, have also made their way to the zone.

Completing the Sesame Street experience at Universal Studios Singapore, an all-new **Sesame Street Character Breakfast** at Loui’s NY Pizza Parlor has also been launched. Breakfast guests not only get to enjoy a premium breakfast buffet spread with their favourite Sesame Street friends, they will also be amongst the first to board Elmo’s rocket in **Sesame Street Spaghetti Space Chase** before the park opens.

The **Sesame Street Character Breakfast** is held on weekends and select holidays at 9:00am, and tickets are priced at S\$44 each for adults and S\$32 each for children. Guests participating in the character breakfast should also have a valid admission day-pass to Universal Studios Singapore.

Before reporting for space chase duty, guests can get updates and behind-the-scenes sneak peeks on Resorts World Sentosa’s blog – RWScoop, available at <http://www.rwsentosablog.com>. For more information on special packages and to reserve tickets to Universal Studios Singapore, guests can make their bookings through authorised travel agents, via [www.rwsentosa.com](http://www.rwsentosa.com), or call our reservation hotline at +65 6577 8899.

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## **ABOUT RESORTS WORLD SENTOSA**

Resorts World Sentosa (RWS), Singapore’s first integrated resort is located on the resort island of Sentosa. Spanning 49 hectares, the resort opened in January 2010 and welcomed over 30 million visitors in its first two years of opening. RWS is home to the region’s first-and-only Universal Studios theme park, the world’s largest oceanarium – Marine Life Park, the Maritime Experiential Museum, a casino, luxurious accommodation in six unique hotels, the Resorts World Convention Centre, celebrity chef restaurants, a world-class spa as well as specialty retail outlets. The resort also offers entertainment including a resident magical spectacular – *Incanto*, and public attractions such as the Crane Dance and the Lake of Dreams. Resorts World Sentosa is wholly owned by Genting Singapore, a company of the Genting Group.

For more information, please visit [www.rwsentosa.com](http://www.rwsentosa.com).

## **ABOUT UNIVERSAL PARK & RESORTS**

Universal Parks & Resorts (UPR), a unit of Comcast Corporation's NBCUniversal, encompasses today's most relevant and popular entertainment experiences, creating emotional connections with guests around the world. Each year, millions of guests visit Universal theme parks to experience thrilling, world-famous attractions that use ground-breaking technology and cannot be found anywhere else. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for some of the most thrilling and technologically advanced “ride-the-movies” motion picture and television show-based attractions.

NBCUniversal owns and operates a valuable portfolio of news, sports and entertainment networks; Universal Studios, a premier motion picture company; significant television production operations; a leading television stations group; and world-renowned theme parks. NBCUniversal is 51% owned by Comcast, and 49% owned by General Electric.

### **ABOUT SESAME WORKSHOP**

Sesame Workshop is the nonprofit educational organization that revolutionized children's television programming with the landmark Sesame Street. The Workshop produces local Sesame Street programs, seen in over 150 countries, and other acclaimed shows, including The Electric Company, to help bridge the literacy gap. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at [www.sesameworkshop.org](http://www.sesameworkshop.org).

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### Note to Editors

1. Please use the following photo captions for visuals.
2. High resolution photos can be downloaded from link:  
<ftp://wswresorts:wswresorts@omaedcftp001.interpublic.com>  
Username: wswresorts  
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3. All photos are to be attributed to: *Sesame Street © 2013 Sesame Workshop. All Rights Reserved. Universal Studios Singapore ® & © Universal Studios. All Rights Reserved.*



Take off on Sesame Street Spaghetti Space Chase with Super Elmo, as you help fend off “Macaroni the Merciless”, and return all spaghetti and noodle back to Earth.



Enjoy a premium buffet breakfast spread with your favourite friends from Sesame Street, only at Universal Studios Singapore.



Shop to your heart’s content with a wide-range of Sesame Street merchandise at two specially-themed retail outlets and a Sesame Street School Bus in Universal Studios Singapore.



# did you know?

## Interesting Facts on Sesame Street Spaghetti Space Chase

# 1st

Sesame Street Immersive Ride  
for the whole family

This is a first-of-its-kind, fully immersive Sesame Street indoor theme park ride, which the whole family can enjoy together. Original plot included.



# 2

 Years

This first-of-its-kind ride took two years to design, engineer and produce.

# 3

New Sesame Street  
Characters

Inter-galactic super villain *Macaroni the Merciless*, and his assistants – *Zester* and *Shredder* will make their world debut in this ride.

# 4

Super Sidekicks  
in each rocket

Each rocket holds four "super sidekicks" (yes, that's you, our guests!) in two rows. The rocket is piloted by, none other than, Super Elmo!



# 5

Ways to experience  
Sesame Street

The Sesame Street Experience at Universal Studios Singapore comprises the ride, live shows, character breakfast and themed food options, special retail outlets, and not forgetting the street carnival, held specially to launch the ride!



## More Figures of *Sesame Street Spaghetti Space Chase*

**42** Animatronics  
Characters

Catch your favourite Sesame Street characters along the ride.

**7,500**

**Optical Stars**

Blast off in this mission to the stars, and be dazzled by more than 7,500 stars made of optical fibre! Don't blink!

**85** cm to ride

Designed for the whole family, guests only need to be 122cm to ride without adult accompaniment.

