

MEDIA ADVISORY

Marvel Avengers assemble at Jewel this June through enthralling installations and displays



Avengers: Beyond Earths' Mightiest at Jewel will take place from 26 May to 13 August 2023

Singapore, 25 May 2023 – Fans and enthusiasts of The Avengers will be able to see Earth's Mightiest Heroes at a large-scale Marvel-themed event at Jewel Changi Airport (Jewel). ***Avengers Assemble @ Shiseido Forest Valley*** showcases some of the popular Avengers with 3D installations and interactive displays. ***Avengers Forever @ Canopy Park*** pays homage to 60 years of Avengers by featuring key milestones of the Avengers from comic books to television, toys and movies. The entire event – ***Avengers: Beyond Earths' Mightiest at Jewel*** – will be held from 26 May to 13 August 2023.

Avengers Assemble @Shiseido Forest Valley! Life-sized photo spots and exciting displays



Be welcomed by a 5-metre tall Iron Man statue at the North Entrance of Jewel's Shiseido Forest Valley

At Jewel's Shiseido Forest Valley main entrance, a 5-metre red and gold statue of *Iron Man* stands tall.



Marvel at the ginormous 3D displays featuring Captain America's indestructible Vibranium Shield and Thor's mighty Mjolnir

Against the backdrop of the lush greenery, visitors can snap their best superhero shot at six Marvel-themed photo spots including two mighty 3D displays – a 3-metre high *Captain America's Vibranium Shield*, and a 3.5-metre high *Thor's Mjolnir* (hammer).



Enthralling Marvel Avengers photo spots around the Shiseido Forest Valley

The other four interactive displays feature *The Incredible Hulk*, *Doctor Strange*, *Ant-Man and the Wasp*, and *Black Panther*. Visitors can measure themselves against *The Incredible Hulk* in a battle of strength by punching against the strength meter, activate the holographic fans and defend from mystical threats like *Doctor Strange*, strike a pose on the throne at the *Black Panther* display, and get spotted with *Ant-Man and The Wasp* as they shrink themselves down against a life-size magnifying glass.

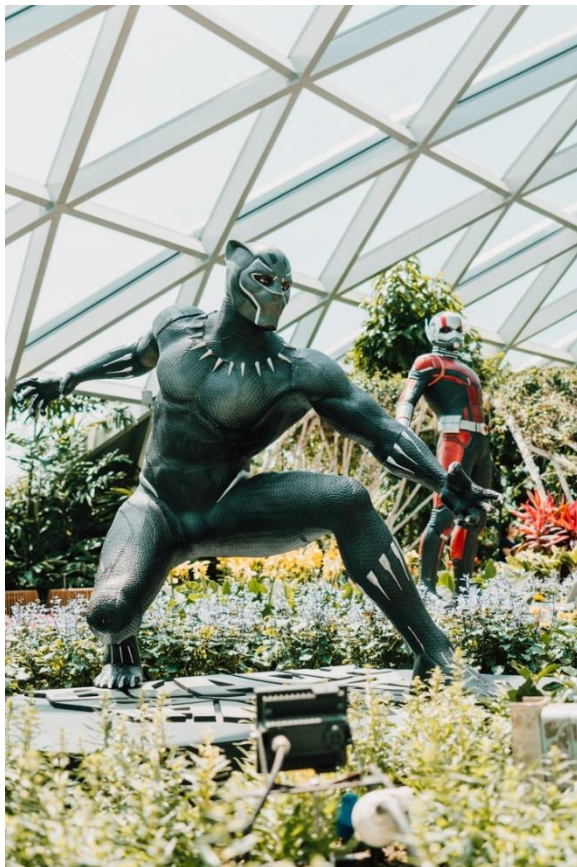
Avengers Forever @ Canopy Park. Epic storytelling of The Avengers through time



Marvel Avengers celebrates its 60th anniversary this year and this exhibit highlights the major milestone of its history.

Avengers Forever @ Canopy Park celebrates six decades of the Avengers through enthralling exhibits that narrate the history of the Avengers which is tied to many major events and characters across the 60 years. From major epic titles such as *Contest of Champions*, *Secret Wars* and *Infinity Gauntlet*, to conflicts with *X-Men*, *Defenders* and *Eternals*, the saga of Earth's Mightiest Heroes spans the entire universe and beyond.

Immersive installations chronicle this rich history and remarkable events of the Avengers' timeline from the introduction of Captain America in 1941 to the formation of the Avengers in 1963. From displays of a rare first Avenger's action figure dating back to 1972, to a television showcasing snippets of *The Avengers: Earth's Mightiest Heroes* cartoon series, Marvel enthusiasts can immerse themselves in the backstory as well as learn fun facts about the Avengers.



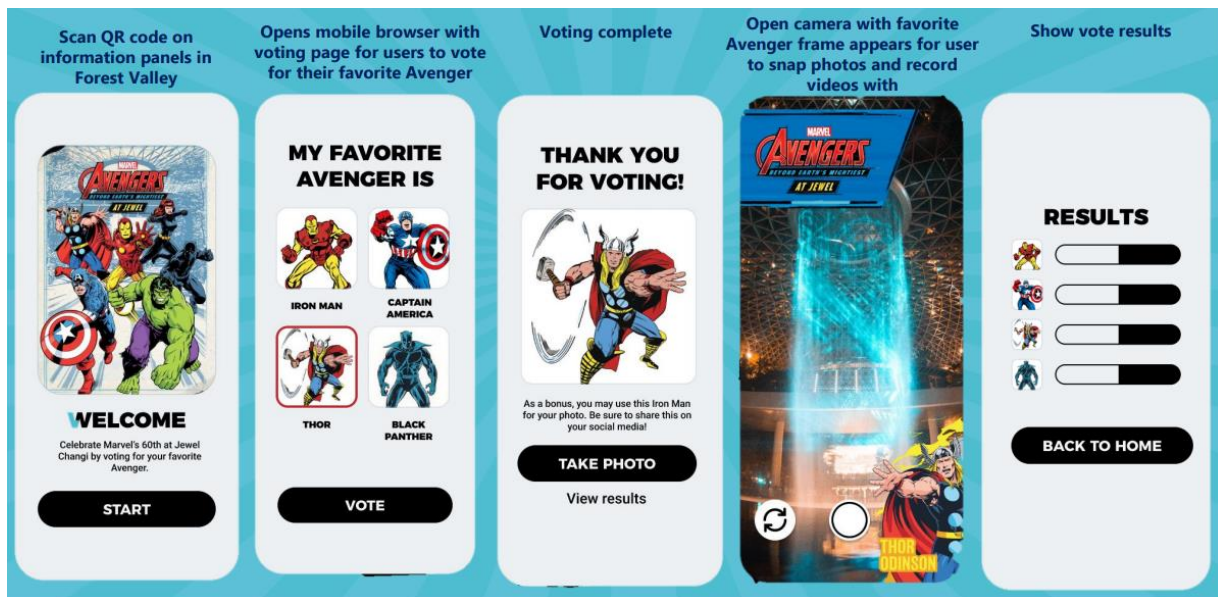
Life-sized statues of beloved characters from the Marvel Cinematic Universe await visitors at the Petal Garden within Canopy Park

At the Petal Garden, life-sized displays of iconic Avengers in the Marvel Cinematic Universe such as *Ant-Man and The Wasp*, *Black Panther*, *Captain America* and *Iron Man* will add to the instagrammable spots and are photo-worthy, both day and night.

Marvel-inspired Light & Sound Showcase

These iconic Avengers will also be featured in the stunning display of the Marvel-inspired Light & Sound showcase at the HSBC Rain Vortex. Catch your favourite Avengers as water projections on the world’s tallest indoor waterfall. The Light & Sound showcase will run from 26 May to 13 August 2023, 8pm on weekdays (Mon-Thu) and 8pm & 10pm on weekends (Fri-Sun).

Vote for your favourite Avenger



The fun extends digitally on visitors’ mobile devices. They can vote for their favourite Avenger by scanning the QR codes found on the information panels beside the installations. After scanning the code, visitors can snap photos or record videos with an Avengers-themed photo frame.

As a bonus, visitors who share these on their social media accounts, follow Jewel on Facebook and Instagram, and present a same-day receipt of S\$100 nett (paid with Mastercard) at the Level 1 Jewel Concierge will receive a \$5 tenant voucher. There will also be an additional perk for

Changi Pay (Changi Airport's e-wallet) users who can receive a S\$2 Changi Pay eVoucher with a minimum nett spend of S\$100 at Jewel.

Rewards on Capitastar app – 26 May to 30 July 2023



Collect Avengers: Beyond Earth's Mightiest at Jewel stamps to earn more!

Complete actions to collect Avengers: Beyond Earth's Mightiest at Jewel Stamps to earn more STAR\$®!

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Earn Avengers stamps and bonus STAR\$ on Capitastar app when you shop and dine at Jewel

Jewel is the only mall in Singapore that offers double rewards to shoppers and diners for the same transaction through Changi Rewards and Capitastar. In collaboration with Capitastar app, visitors

can collect six Avengers: Beyond Earth's Mightiest at Jewel stamps on the app when they shop and dine at Jewel and earn bonus STAR\$. When six tasks are completed, shoppers and diners can earn these stamps which entitle them to additional 25,000 STAR\$ (equivalent to S\$25). More details are available at Annex.

Special Edition The Avengers #1 with Custom Cover featuring Jewel

To commemorate the 60th anniversary of the Avengers, a special, limited print of The Avengers #1 (2023) featuring a custom cover of the Avengers against the backdrop of Jewel drawn by Singaporean artist Gary Choo will be available. More details about how the comic book can be won will be made available on Jewel's social media channels.

Marvel merchandise available in Singapore at Jewel

Marvel fans will be able to shop at The Wonder Store at Jewel Basement 1 where they can look forward to gift-with-purchase promotions and at an Action City pop-up, located just next to the Concierge Counter at Level 2. Merchandise such as toys, stationery, apparel, figurines, and more will be available. Visit Jewel's website for more information about the pop-ups.

UOB shopping promotion – 26 May to 30 July 2023

UOB cardmembers can receive a S\$10 Jewel Gift Voucher when they charge a minimum nett spend of S\$150 (maximum three same-day receipts) on their UOB cards.

Download hi-res images <https://changi.me/MarvelAdventuresAtJewel>

Photo credit: Jewel Changi Airport Devt.

For more information, visit <https://www.jewelchangiairport.com/en/promotion/Avengers-Beyond-Earths-Mightiest-at-Jewel.html>

About Jewel Changi Airport Trust Pte. Ltd. (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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Xiao Hong Shu: <https://bit.ly/jewelxiaohongshu>

Hashtag your posts with: #JewelChangiAirport

CapitaStar Gamification: 26 May – 30 July



Reward: 1 Captain America stamp + extra 1,000STAR\$

Task 1: Spend min. \$100 in a single receipt at Jewel and get extra 1,000 STAR\$.

- Once Per Account
- Stackable with Task 2 to 5



Reward: 1 Thor stamp

Task 2: Spend at 2 different Retail + 1 F&B on the same day.

- Once Per Account
- Minimum spend of \$20 per store
- If task is not completed on the same day, to restart task for the next day
- Stackable with Task 1, 3 & 4



Rewards: 1 Black Widow Stamp

Task 3: Spend at 2 different Duplex stores at Jewel Level 2

- Once Per Account
- Minimum spend of \$20 per store
- Stackable with Task 1 and 2



Reward: 1 Black Panther Stamp

Task 4: Spend at 2 different stores at Jewel Level B1

- Once Per Account
- Min spend of \$20 per store
- Stackable with Task 1 and 2



Reward: 1 The Incredible Hulk Stamp

Task 5: Spend a min. of \$20 at Jewel Attractions.

- Once Per Account
- Stackable with Task 1



Reward: 1 Iron Man Stamp

Task 6: Spend \$100 in a single receipt at The Wonder Store.

- Once Per Account
- Standalone task- cannot be stack with other tasks, does not qualify for Task 1, 2 and 4

Bonus Action: Link your CapitaStar + Changi Rewards account (for new link-ups only) and get 500STAR\$!.