

## press release

# Universal Studios Singapore Celebrates the Opening of Illumination's Minion Land, Debuting the Exclusive Buggie Boogie Ride, Super Hungry Food Stand, and More



From left: Mr Page Thompson, President of New Ventures, Universal Destinations & Experiences; Mr Alvin Tan, Minister of State for Trade and Industry & Culture, Community and Youth; and Mr Tan Hee Teck, Chief Executive Officer, RWS, at the opening celebration of Illumination's Minion Land at Universal Studios Singapore. PHOTO CREDIT: RESORTS WORLD SENTOSA.

**SINGAPORE, 14 February 2025** – Illumination's Minion Land, the latest addition at Universal Studios Singapore, officially opened to guests today, marking a significant milestone in the evolution of Resorts World Sentosa (RWS) as Asia's premium lifestyle destination. The new land offers an exciting array of attractions, dining, and exclusive merchandise, all inspired by Illumination's beloved *Despicable Me* and *Minions* franchises. Exclusive to Universal Studios Singapore are Buggie Boogie – the first-ever Minion dance party-themed carousel – and Super Hungry Food Stand, the all-new, larger-than-film version of the waterfront snack stand from *Despicable Me*. Minion Land opened to much fanfare in a laughter-filled celebration with the Minions and Gru and his family, topped off with yellow balloons and confetti.

"The opening of Illumination's Minion Land at Universal Studios Singapore is a proud moment for Resorts World Sentosa, showcasing our continued evolution as a top destination with global appeal,"

said Mr Tan Hee Teck, Chief Executive Officer, RWS. "Minion Land is set to become one of Singapore's key tourism attractions and is part of a series of upcoming, enhanced visitor experiences at RWS. These include new signature dining spots, a transformed lifestyle Forum, a reimagined boutique luxury hotel, the much-anticipated launch of the Singapore Oceanarium and Research Learning Centre, and a brand-new waterfront lifestyle development, among others."

"With the opening of Illumination's Minion Land at Universal Studios Singapore, the Minions have a home in each Universal theme park around the world, offering guests of all ages new and captivating ways to engage with their favourite characters," added Mr Page Thompson, President of New Ventures, Universal Destinations & Experiences. "We look forward to continually expanding the Universal portfolio with new game-changing attractions."

Chris Meledandri, founder and CEO of Illumination, added: "I'm thrilled for guests of all ages to discover our new Minion Land and hope they fall in love with this immersive and captivating new addition at Universal Studios Singapore. One of the most exciting aspects of transforming the *Despicable Me* film franchise into the theme park experience is expanding into new storylines, characters, and dynamic worlds for fans to explore."



*From left: The opening celebration of Illumination's Minion Land at Universal Studios Singapore.  
PHOTO CREDIT: RESORTS WORLD SENTOSA.*

### **Get Ready for Minion Mischief Like Never Before**

Created in partnership between Universal Creative, Universal's award-winning creative team, the acclaimed filmmakers from Illumination, and RWS, Minion Land boasts three distinct areas: **Minion Marketplace**, **Gru's Neighborhood**, and **Super Silly Fun Land**.

At **Minion Marketplace**, guests can stock up on a wide range of Minion-themed sweet treats and merchandise at three unique stores. The candy-themed **Sweet Surrender** features a diverse selection of apparel, plush toys, homeware, confections, and other fun souvenirs. The latest fashion items with a Minion twist can be found at **Pop Store**, while **Fun Store** has accessories and toys galore.

**Gru's Neighborhood** is home to Gru, Lucy, and the girls – Margo, Edith and Agnes. Guests can hop on **Despicable Me Minion Mayhem**, where they will be taken on an unpredictable ride through Gru's super villain laboratory and even be transformed into a Minion! Throughout the day, the Minions take over the street in the all-new **Minute of Minion Mayhem** show, along with meet and greets with fan-favourite characters.

**Super Silly Fun Land**, the seaside carnival from *Despicable Me*, is where guests can ride the **Buggie Boogie** carousel and boogie to popular songs remixed by deejay Carl, and soar through the sky on **Silly Swirly**. More fun and games are in store with **Space Killer**, a game booth modelled after the "Super Silly Space Killer" arcade game in *Despicable Me*, and **Ba-Na-Na CaBaNa**, where flipping bananas could earn a reward from the Minions. To satisfy those cravings during a day of fun, the **Super Hungry Food Stand** serves a line-up of delicious dishes themed after the *Despicable Me* and *Minions* films. These include the Unlucky Ducky Creamy Chicken Stew, Stuart's Japanese Curry Karaage, Super Silly Veggie Burger, and Mini Boss Lunch Box. Guests can also stop by **Pop-A-Nana** for Minion-inspired popcorn flavours.

Universal Studios Singapore tickets retail from S\$76/Adult and \$59/Child. In addition to the Universal Express pass, guests can now purchase the Universal Express Plus pass, which allows them to skip the regular lines one time at participating rides and shows, including Minion Land. Guests can also purchase an ala carte top-up to the Universal Express pass, which allows them to skip the regular lines one time at participating rides and shows in Minion Land.

To purchase tickets and for more information about Illumination's Minion Land at Universal Studios Singapore, visit <https://www.rwsentosa.com/minion-land>. Catch up on previous videos about Minion Land at [https://youtu.be/7topNZs\\_UmM](https://youtu.be/7topNZs_UmM) and <https://www.youtube.com/shorts/BcVCiW4yKzc>.

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## ABOUT RESORTS WORLD SENTOSA

Resorts World Sentosa (RWS), Asia's premium lifestyle destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the premier Resorts World Convention Centre, and a casino. RWS offers award-winning dining experiences and exciting cuisines from around the world helmed by celebrity chefs, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from star-studded concerts to immersive exhibitions. RWS is the first integrated resort to be inducted into the TTG Travel Hall of Fame in 2023 after being named "Best Integrated Resort" for 10 consecutive years at the TTG Travel Awards, which recognises the best of Asia-Pacific's travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit [www.rwsentosa.com](http://www.rwsentosa.com).

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## ABOUT UNIVERSAL DESTINATIONS & EXPERIENCES

Universal Destinations & Experiences, a unit of Comcast NBCUniversal, offers guests around the globe the world's most innovative, thrilling, and popular entertainment experiences. Our portfolio is comprised of world-class theme parks featuring the industry's most thrilling and technologically advanced attractions, exceptional hotel and resort properties, and unique merchandise, games, culinary, virtual, and live entertainment experiences. All are designed to create immersive, memorable, and emotionally fulfilling moments for people of all ages looking to take their accommodations and entertainment to new heights. For more information, visit [corporate.universaldestinationsandexperiences.com](http://corporate.universaldestinationsandexperiences.com).

## ABOUT ILLUMINATION

Illumination, founded by Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films, including *Despicable Me*—the most successful animated franchise in cinematic history— as well as the record breaking *The Super Mario Bros. Movie*, *Dr. Seuss' The Lorax*, *Dr. Seuss' The Grinch* and *The Secret Life of Pets* and *Sing* films. Illumination's library includes three of the top 10 animated films of all time. Illumination's iconic, beloved franchises—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed \$10 billion worldwide. Illumination has an exclusive financing and distribution partnership with Universal Pictures.

## MEDIA CONTACTS

### Resorts World Sentosa

Felicia Choo

Tel: + 65 6577 9756

Email: [felicia.choo@rwsentosa.com](mailto:felicia.choo@rwsentosa.com)

### WE Communications (for Resorts World Sentosa)

Charmane Choy

Tel: +65 9173 8882

Email: [charmanec@we-worldwide.com](mailto:charmanec@we-worldwide.com)

## EDITORS' NOTES

1. High resolution photographs can be downloaded from [here](#).
2. All photographs are to be attributed to: *Resorts World Sentosa* (圣淘沙名胜世界)
3. Conceptual renderings are to be attributed to: *Universal Destinations & Experiences*.