

press release

Minion Mayhem Unleashed at Universal Studios Singapore's *Despicable Me* Breakout Party

Electrifying performances, exciting games and Minion-themed delights take center stage this June as Illumination and Universal Pictures' Despicable Me 3 arrives in theaters on 15 June



Guests at Universal Studios Singapore can keep an eye out for a surprise Minion Mob as the Minions break out of jail and head through the Hollywood zone with more 20 performers at the *Despicable Me* Breakout Party from 15 June to 20 August 2017. PHOTO CREDITS: RESORTS WORLD SENTOSA.

SINGAPORE, 15 June 2017 — Expect mischief and mayhem at Universal Studios Singapore this summer as the Minions from Illumination and Universal Pictures' *Despicable Me* franchise break out of jail and unleash a party with electrifying performances, exciting games as well as Minion-themed delights. *Despicable Me 3* arrives in theaters in Singapore on 15 June.

From now till 20 August 2017, Universal Studios Singapore at Resorts World Sentosa presents its first-ever ***Despicable Me* Breakout Party**. Guests can take part in fun games that put their skills to the test at stations such as Minion Toss, Super Silly Space Killer and Minion Mishap—with *Despicable Me* merchandise to be won.

Over at the Hollywood Lagoon Stage, guests can join Rodney's Rotten Game Show, hosted by Rodney Rotten himself who professes to be the biggest fan of villain Balthazar Bratt from *Despicable Me 3*. The interactive show will feature performances by the Minions, including Minion Mel and

Gru's debut appearances at Universal Studios Singapore. Filled with dancing, trivia contests and even a banana-eating competition, audiences are in for a treat as they stand to win prizes at this show. Fans can even meet Gru and the Minions and take photos with them after the show.

Guests can keep an eye out for a surprise Minion Mob as the Minions break out of jail and head through the Hollywood zone with more than 20 performers. The excitement culminates in a grand parade at the Hollywood Lagoon Stage, which features a giant inflatable Minion. *Despicable Me* fans can join in this high-energy extravaganza and catch the antics of Minions Mel, Kevin, Stuart and Jerry dancing to musical hits.

Fans can continue the celebration at a *Despicable Me 3* tattoo parlour and put on temporary tattoos of the *Despicable Me* characters, or visit a pop-up store that serves delicious Minion-themed treats such as cupcakes and soft-serve ice cream. In addition, they can enjoy the adrenaline-filled rides, world-class attractions and exciting entertainment at the theme park.

The *Despicable Me* Breakout Party is included with regular admission to Universal Studios Singapore. From now till 31 July, Singapore Residents purchasing tickets online can enjoy adult one-day tickets at S\$76 each which includes admission, retail, dining and game play vouchers.

Visitors with ticket stubs or e-tickets from *Despicable Me 3* movie can present them at Universal Studios Singapore ticket booths to enjoy S\$8 off adult one-day tickets, S\$5 retail voucher (with minimum spending of \$35) and/or a free treat with child one-day tickets.

Refer to Appendix A for programme timings.

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APPENDIX A: *DESPICABLE ME* BREAKOUT PARTY PROGRAMME

Event period: 15 June to 20 August 2017

PROGRAMME	SHOWTIMES
Rodney's Rotten Game Show	12pm, 2:30pm, 5:30pm (Mon-Fri and Sun) 12pm, 2pm, 5:30pm (Saturday)
Minion Mob	Look out for this surprise in the afternoon
Minion-themed goodies, game stations and tattoo parlour	Regular park operating hours. Refer to Universal Studios Singapore's website for more details. <ul style="list-style-type: none"> • Additional charges apply for game play. • Kids aged 12 years and below enjoy complimentary temporary tattoos. • Game play vouchers available at: <ul style="list-style-type: none"> ○ \$5 – One (1) game play voucher ○ S\$10 – Three (3) game play vouchers ○ S\$20 – Eight (8) game play vouchers

Note: Above timings subject to change.

ABOUT DESPICABLE ME 3

Illumination, who brought moviegoers *Despicable Me* and the biggest animated hits of 2013 and 2015, *Despicable Me 2* and *Minions*, continues the story of Gru, Lucy, their adorable daughters—Margo, Edith and Agnes—and the Minions in *Despicable Me 3*.

After he is fired from the Anti-Villain League for failing to take down the latest bad guy to threaten humanity, Gru finds himself in the midst of a major identity crisis. But when a mysterious stranger shows up to inform Gru that he has a long-lost twin brother—a brother who desperately wishes to follow in his twin’s despicable footsteps—one former super-villain will rediscover just how good it feels to be bad.

Steve Carell not only reprises his role as Gru, but also takes on a second part—that of Dru, Gru’s long-lost twin. Kristen Wiig returns as super-spy Lucy, while Emmy, Tony and Grammy Award winner Trey Parker voices new villain Balthazar Bratt, a former child star who has become obsessed with the evil TV character he played in the ’80s. Gru’s most formidable and comedic nemesis to date, Bratt is out to take down Hollywood...and anyone who stands in his way.

Directed by Pierre Coffin and Kyle Balda, co-directed by Eric Guillon and written by Cinco Paul & Ken Daurio, the animated film is produced by Illumination’s Chris Meledandri and Janet Healy, and executive produced by Chris Renaud. www.despicable.me

ABOUT ILLUMINATION

Illumination, founded by Academy Award® nominee Chris Meledandri in 2007, is one of the entertainment industry’s leading producers of event-animated films. The company’s franchises include two of the top-six animated films of all time, and its iconic, beloved brands—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed more than \$4.7 billion worldwide. Illumination was recently honored by Fast Company as one of the world’s most innovative companies.

Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, has garnered an extraordinary number of franchise successes for a studio only a decade old. As the creator of the hugely successful world of *Despicable Me*, which has just been crowned the second-largest box-office animated franchise globally, Illumination has evolved the *Despicable Me* series to include *Minions*, the second-highest-grossing animated film of all time and the most profitable film in Universal’s history, as well as the Academy Award®-nominated *Despicable Me 2* and summer 2017’s much-anticipated *Despicable Me 3*.

In 2016 alone, Illumination launched two original properties that captivated audiences worldwide. Last summer, *The Secret Life of Pets* achieved the best opening for an original movie, animated or otherwise, in U.S. history. Likewise, the critically lauded holiday favorite *Sing* premiered to a standing ovation at the Toronto International Film Festival before becoming a global smash.

Founded 10 years ago with the mission of putting a smile on the face of every member of the audience, no matter their age, Illumination continues to imagine both original stories, as well as unexpected adaptations of beloved pre-existing works. By infusing joy and discovery into every property, the studio allows audiences to connect their experiences with each property to the Illumination brand itself.

With successful mobile games, consumer products and social/digital media, Illumination’s franchises—populated with characters that are as comedic as they are heartfelt and authentic—translate far beyond the theater. “Despicable Me: Minion Rush” has now become the fifth-most popular game ever, while Despicable Me: Minion Mayhem, at Universal Orlando Resort and Universal Studios Hollywood, has newly been joined by the wildly popular Minion Park at Universal Studios Japan...where the Minions are the No. 1 licensed characters.

In addition to this summer’s *Despicable Me 3*, Illumination’s upcoming films—featuring creative contributors from an unparalleled collection of writers, artists, voice talent and musicians—include *Dr. Seuss’ The Grinch* in November 2018, *The Secret Life of Pets 2* in July 2019, *Minions 2* in July 2020, and *Sing 2* in December 2020.

ABOUT UNIVERSAL PARKS & RESORTS

Universal Parks & Resorts, a unit of Comcast NBCUniversal, offers guests around the globe today's most relevant and popular entertainment experiences. With three-time Academy Award® winner Steven Spielberg as creative consultant, its theme parks are known for immersive experiences that feature some of the world's most thrilling and technologically advanced film- and television-based attractions. Comcast NBCUniversal wholly owns Universal Studios Hollywood, which includes Universal CityWalk Hollywood. It also owns Universal Orlando Resort, a destination resort with three theme parks (Universal Studios Florida, Universal's Islands of Adventure and the new water theme park, Universal's Volcano Bay), five resort hotels, and Universal CityWalk Orlando. In addition, Comcast NBCUniversal owns Universal Studios Japan, in Osaka and has a license agreement with Universal Studios Singapore at Resorts World Sentosa, Singapore. The company is also developing a theme park destination in Beijing called Universal Beijing.

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 four world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Other attractions include the Asian flagship of a world-renowned destination spa, a casino, six unique hotels and the Resorts World Convention Centre. With the most number of Michelin stars in one destination, RWS offers award-winning dining experiences at renowned celebrity chef restaurants, establishing itself as a key player in Singapore's vibrant and diverse dining scene. The integrated resort also offers world-class entertainment, from original resident productions to concerts and public shows such as the Crane Dance and the Lake of Dreams. RWS has been named "Best Integrated Resort" since 2011 for six 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.

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APPENDIX B: IMAGES OF *DESPICABLE ME* BREAKOUT PARTY

Note to Editors

1. Photos can be downloaded from <https://app.box.com/v/DMbreakoutparty>
2. All photos are to be attributed to **Resorts World Sentosa**



Over at the Hollywood Lagoon Stage, guests can join Rodney's Rotten Game Show. The interactive show will feature performances by the adorable Minions, including Mel and Gru's debut appearances in Universal Studios Singapore. Fans can even rub shoulders with Gru and the Minions and take photos with them after the show.



Keep an eye out for a surprise Minion Mob as the Minions break out of jail and head through the Hollywood zone with more than 20 performers. The excitement culminates in a grand parade at the Hollywood Lagoon Stage, which features a giant inflatable Minion. *Despicable Me* fans can join in this high-energy extravaganza and catch the antics of Minions Mel, Kevin, Stuart and Jerry dancing to musical hits.

