

**Media Release  
For Immediate Release**

## **Dinosaur Train Gets Onboard with the Champion Mindset**

MindChamps and Emofront announce a 50:50 joint venture to create engaging and interactive online educational lessons from the beloved children's series, Dinosaur Train

**Singapore, 12 November 2020** – Dinosaur Train, the highly acclaimed, Emmy-nominated animated series that has delighted children around the world, will now engage children at a whole new level.

Co-produced by Sparky Animation and The Jim Henson Company, Dinosaur Train features rich and extensive content that explores the science of nature, the behavioural traits of dinosaurs and their habitats. Dinosaur Train has been aired in over 175 countries. In China alone, viewership is projected to continue to grow exponentially after the animated series broke records with 500 million views in just 6 months!

MindChamps PreSchool Limited (MindChamps) and Emofront Pte. Ltd. (Emofront), the distributor and consumer products licensing arm of Dinosaur Train, have entered into a 50:50 joint venture to create engaging and interactive online educational lessons for the home and classrooms throughout Asia, Australia and New Zealand. The interactive lessons will incorporate MindChamps' breakthrough research-based curriculum, including the unique '3-Minds' (the Champion Mind, the Learning Mind and the Creative Mind). Designed to strengthen parent-child bonding, children will enjoy the interactive lessons, which will allow them to realise their full potential as they embody the '3-Minds' that equip them for an ever-changing world.

According to KC Wong, Founder and CEO of Emofront and Sparky Animation, "In order for Dinosaur Train to play a pivotal role in the educational sector and to eventually become an educational product, we couldn't have asked for a more esteemed and acclaimed partner than MindChamps. It is certainly our greatest honour to partner with MindChamps and to combine our efforts to jointly produce a unique blend of creativity, entertainment and the MindChamps breakthrough curriculum in the form of a wide range of educational products that offer positive influences for the preschool space."

David Chiem, MindChamps' Founder CEO and Executive Chairman said, "The most valuable gift we can give our children to face the unknown future is the Champion Mindset. We are excited to partner Emofront on this adventure to creatively inculcate the researched-based Champion Mindset in young children through the relatable Dinosaur Train characters that they love."

**END**



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**For additional information, please contact:**

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**About MindChamps PreSchool Limited**

MindChamps PreSchool holds the Number One position in market share of premium range preschools in Singapore, with a market share of 38.5 per cent\*. Our growing global presence includes centres in Australia, the Philippines, Vietnam, Myanmar and Malaysia.

First launched as an educational research centre in Sydney, Australia in 1998, MindChamps established our global headquarters in Singapore in 2002 and launched our first preschool in Singapore in 2008. MindChamps PreSchool subsequently listed on the Mainboard of the Singapore Exchange in November 2017.

We grew from a passion for filling educational gaps and improving education practices around the world in education systems world-wide and a vision to provide the world's best early childhood curriculum and care. With our focus on the skills and strategies of learning, we emphasise teaching the 'how to learn' rather than the 'what to learn'.

Based on a cutting edge scientifically researched curriculum, MindChamps works alongside international experts and draws inspiration and research from the domains of Neuroscience, Psychology and Theatre, synthesising them with Education theory and practice. MindChamps is the only educational institute to collaborate with world-renowned Neuroscientist Emeritus Professor Allan Snyder (Fellow of the Royal Society) on the empirical research of the revolutionary 3 Minds model of education – the Champion Mind, the Creative Mind and the Learning Mind – which is uniquely built into the MindChamps curriculum.

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organisation being honoured with some of the most sought-after industry awards in the Singapore and in the region, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.

Find out more about at MindChamps at [www.mindchamps.org](http://www.mindchamps.org), [LinkedIn](#) and [Facebook](#).

*\*Based on independent market research as of 15 September 2017*