

Media Release
For Immediate Release

MindChamps Partners Singapore's Premier Performing Arts School

Singapore, 18 January 2021 – A creative partnership to nurture a child's potential through the performing arts, has been forged.

This partnership sees MindChamps PreSchool Limited (MindChamps) enter a 70:30 joint venture (JV) with Ms Kuo Po, director of Académie of Stars (AOS), Singapore's premier Performing Arts school.

In a world first, the JV company, MindChamps Académie of Stars, will combine MindChamps' unique research-based education and pedagogy of the Champion Mindset with the training of singing, dancing and acting – the Triple Threat of the Performing Arts.

MindChamps Académie of Stars focuses on nurturing the Champion Mindset and the craft of Performing Arts in children aged between 3 and 18 years old. It teaches syllabi that lead to international certifications from the London Academy of Music & Dramatic Art (LAMDA), Associated Board of the Royal Schools of Music (ABRSM), Commonwealth Society of Teachers of Dancing (CSTD) and TRINITY. It specialises in preparing students for the Direct School Admission (DSA).

According to Ms Kuo Po, "Académie of Stars is about grooming the best young talents in Singapore. With MindChamps being synonymous with the Champion Mindset and quality research-based education for the young, the synergy could not be more perfect."

Mr David Chiem, MindChamps' Founder CEO & Executive Chairman said, "Having come from the Performing Arts myself, I truly value the power of what it can do, and how it can benefit young children in terms of Confidence, Creativity and Collaboration. These are essential qualities that will set them up for success in any endeavour they pursue."

For more information on **MindChamps Académie of Stars**, please visit www.academieofstars.mindchamps.org. Information on the **DSA Preparatory for Performing Arts** is available at www.dsa.mindchamps.org.



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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, [LinkedIn](#) and [Facebook](#).

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