

## **Opening Ceremony Establishment SALONPAS® Chiropractic Center in KidZania, Jakarta**

**Jakarta, February 14, 2012-KidZania Jakarta (PT Aryan Indonesia)** in collaboration with the **SALONPAS® (PT Hisamitsu Pharma Indonesia)** introduces and presents the concept of children's activity play a role as a Chiropractor, Chiropractic Centre in SALONPAS® establishment in KidZania Jakarta. Establishment will be opened and inaugurated on Tuesday, February 14, 2012, at 09:00 to 13:00pm at the Metropolitan Theater of KidZania Jakarta.

The event started with the opening speech giving by **Ms. Uchu Riza** as President KidZania Jakarta and **Mr. Noda Takehiko** Managing Director, Executive Officer, Head of the International Division of Hisamitsu Pharmaceutical Co. Inc. and **Mr. Anthony Tan**, PT Rodamas, Hisamitsu Pharmaceutical Co. partners. Inc. in Indonesia. The event was followed by the official signing and handover of key city KidZania Jakarta by **Ms. Uchu Riza** to **Mr. HiramatsuTaro**, President Director of PT Indonesia Hisamitsu Pharma.

The inauguration of establishment SALONPAS® Chiropractic Center done symbolically through key strokes and decreased curtain activity, followed by releasing the confetti together by **Mr. Noda Takehiko, Mr. Taro Hiramatsu, and Mr. Anthony Tan**, as the top event. Activity followed by a simulated of first activity by the member of KidZania Congress Indonesia 2011-2012 and Miss Indonesia 2011.

Establishment SALONPAS® Chiropractic Centre will be a favorite place for children, providing opportunities for children to know and do the activity as a Chiropractor, Chiropractic practitioner is to become an expert on the structure of the spinal cord and nerves in the human body and the symptoms are often experienced in bone cord and nerves by direct experience of real life (active learning and role-play first-hand experience) since an early age. Childrens are invited to conduct the examination, analysis of bone structure and muscle through the X-ray that used as asimulation, and patching SALONPAS® to some particular point (based on the print out of the X-Ray), and explore the symptoms which often experienced by spine and muscle.

Through the establishment which has an area of 21.3m<sup>2</sup> and a capacity of as much as 4 people, children will play a role as a practitioner Chiropractic in 25 minutes. In this activity, children will be guided by KidZania's trained Zupervisor. As a reward after working as a Chiropractor, children will get a salary in the form of the official currency of 15 KidZos Kidzania.