

COMPANY PROFILE



The Magic Avenue is a professional creative production company specializing in children's educational shows & programs.

We have some of the most experienced writers, producers and performers when it comes to customizing educational shows. We have been the face and creative team behind some of the most successful customized shows in recent years.



Our edu-tainment projects over the years include:

2019

National Fire & Civil Emergency Preparedness Council
Emergency Preparedness School Show

People's Association
Emergency Preparedness Workshop

Community Mediation Unit/Centre
"Conflict Management & Resolution" Show

2018

National Fire & Civil Emergency Preparedness Council
Emergency Preparedness School Show

Health Promotion Board
"I Can Be The Best Me" Show

People's Association
Emergency Preparedness Workshop

Community Mediation Unit/Centre
"Conflict Management & Resolution" Show

2017

National Fire & Civil Emergency Preparedness Council
Emergency Preparedness School Show

Singapore Kindness Movement
"Kindness begins with me" show

Health Promotion Board
"I Can Be The Best Me" Show

People's Association
Emergency Preparedness Workshop

Community Mediation Unit/Centre
"Conflict Management & Resolution" Show

2016

People's Association National Fire & Civil Emergency Preparedness Council
Emergency Preparedness School Show

People's Association
Emergency Preparedness Workshop

2015

National Fire & Civil Emergency Preparedness Council
Emergency Preparedness School Show

Health Promotion Board – Clear the Smoke (2015-2016)
Anti-smoking Programme

Agency For Integrated Care
"Happy Aging" Show

2014

Health Promotion Board – 'Eat Right Stay Healthy'
Nutrition Education Programme

National Fire & Civil Emergency Preparedness Council
Emergency Preparedness School Show

Health Promotion Board – Clear the Smoke (2014-2015)
Anti-smoking Programme

CityGas Gas What (2014-2015)
Gas Safety Programme

People's Association Road Safety Show
Road Safety Programme

2013

Health Promotion Board - 'Eat Right Stay Healthy'
Nutrition Education Programme

National Fire & Civil Emergency Preparedness Council
Emergency Preparedness School Show

National Environment Agency - 'Tray Return Partnership'
Tray Return Partnership Promotion Show

2012

National Healthy Lifestyle Campaign
Customized Edutainment show for National Healthy Lifestyle Campaign

Casa Kidi
Customized Edutainment show for Family Day Out Carnival

Workforce Development Authority (WDA)
Workfare Training Support (WTS) Road Show

National Fire & Civil Emergency Preparedness Council
Emergency Preparedness School Show

2011

Health Promotion Board – Eat Right Stay Active Be Healthy
Healthy Lifestyle Edu-tainment show

Health Promotion Board - 'Crystal Clear'
Myopia Prevention Education Programme

Woodlands Neighbourhood Police Centre
Customised Crime Prevention Show on CSSP Day

Wyeth (Singapore) Pte Ltd - 'Kingdom of Promise'
Customized Nutrition Pre-School Show

Grolier International
Moral Educational Shows

2010

National Crime Prevention Council – Crime Prevention Show
Crime Prevention Assembly Show

Health Promotion Board – Eat Right Stay Healthy
Nutrition Edu-tainment show

Tupperware Road Shows
Retail Promotion Shows

Wyeth (Singapore) Pte Ltd – 'Kingdom of Promise'
Nutrition Edu-tainment Show

Okto Live – Special Segment on Crime Prevention

2009

Health Promotion Board – Be Safe Have Fun
Childhood Injury Prevention Edu-tainment Show

Health Promotion Board – Eat Right Stay Healthy

Nutrition Edu-tainment show

Health Promotion Board – Nothing But The Tooth

Dental Health Edu-tainment show

National Crime Prevention Council – The Crime Prevention Show

Crime Prevention Assembly Show

Wyeth (Singapore) Pte Ltd – ‘Kingdom of Promise’

Nutrition Edu-tainment Show

National Fire & Civil Emergency Preparedness Council – ‘Ever Ready for Emergencies’

Emergency Preparedness School Show

2008

Health Promotion Board - 'Clear the Smoke'

Anti-Smoking School Show

Health Promotion Board - 'Nothing But the Tooth'

Pre-School Dental Hygiene Show

Schwan Stabulo - 'World of Friends'

Teamwork and Friendship School Show

National Fire & Civil Emergency Preparedness Council - 'Emergency... Be Prepared' Emergency

Preparedness School Show

Schwan Stabulo Road Shows

Retail Store Shows

2007

Health Promotion Board - Eat Right, Stay Healthy

Pre-school Puppet Nutrition Show

Health Promotion Board - 'Happy Smile for Life'

Pre-School Dental Hygiene Puppet Show

Health Promotion Board - 'Clear the Smoke'

Anti-Smoking School Show

National Fire Prevention Council – ‘The Fire Safety Show’

Fire Safety School Show

Please contact us for specific references if necessary.