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KIDS VOTE JK ROWLING THEIR ULTIMATE HERO

Children up to the age of fourteen have voted the world's best selling author, **JK Rowling** their ultimate hero from the last decade in a poll by **LEGOLAND Windsor**. Her Harry Potter novels have been credited with inspiring a generation to read, ignited millions of youthful imaginations all over the world, and now earned her nearly 40% of the ultimate hero vote. Singing and dancing his way into second place is **High School Musical star and teen hunk Zac Efron** who was the favourite hero for one in four kids.

American President **Barak Obama** was voted the third greatest hero coming in third place with almost 12%, highlighting a surprising political consciousness amongst the young voters. Obama did considerably better than our own Premier **Gordon Brown who failed to secure a single vote in the poll**.

Girls Aloud singer **Cheryl Cole** and football superstar **David Beckham** made it into fourth and fifth place with an overall 6.7% and 4.4% respectively.

Zac Efron did manage to pip JK Rowling to the post in one area of the UK, with kids in **Scotland** admiring the talents of the all singing, all dancing movie star so much that he managed to secure a huge 39% of the vote in Scotland alone!

To celebrate the poll results, LEGOLAND Windsor created a huge mosaic of JK Rowling with the help of kids visiting the theme park over the May Bank holiday weekend.



Eileen Hayes, parenting expert thinks it's no surprise that Rowling topped the poll: "JK Rowling is a fantastic role model and completely deserves the top spot in this LEGOLAND poll to find kids ultimate hero. The fact that kids would put her before those actors that have become the face of her stories is a revelation – it really gives us an insight into what they really aspire to."

Vicky Brown, General Manager of LEGOLAND Windsor is delighted with the results of the poll: "We are thrilled that JK Rowling topped this poll as her books have been a great inspiration to children of all ages. At LEGOLAND, we actively encourage imagination and creativity and believe in making the children the heroes – just as Rowling does in her stories."

Ends

For further information, please contact Emma Owen/Rebecca Head at the LEGOLAND PRESS OFFICE on 01753 626125/106 pressoffice@legoland.co.uk

Notes to editors

Results:

Who is your ultimate hero from the past ten years (top ten)?

1. JK Rowling – 37.4%
2. Zac Efron – 27.3%
3. Barak Obama – 11.8%
4. Cheryl Cole – 6.7%
5. David Beckham – 4.4%
6. Andy Murray – 3%
7. Sir David Attenborough – 2%
8. Daniel Radcliffe – 2%
9. David Tennant – 1%
10. Joe Jonas (Jonas Brothers) – 1%

Over 700 children were surveyed in the poll

LEGOLAND Windsor:

- Winner of the Best Family Visitor Attraction in the Tommy's Parent Friendly Awards 2007, voted by parents for parents. LEGOLAND Windsor is a unique family theme park where children aged 3-12 can take to the road, soar through the skies and sail the seas in complete safety. It has over 50 interactive rides, attractions, live shows, building workshops and driving schools, not to mention nearly 55 million LEGO bricks, all set in 150 acres of beautiful parkland.
- LEGOLAND Windsor opens from 21 March until 8 November 2009. It is closed on selected midweek days in April, May, September, October and November. For further details please check www.LEGOLAND.co.uk.
- LEGOLAND Windsor is free for under threes; tickets start from £15.75, with children's tickets costing a maximum of £27 (3-15 year olds), with adults paying no more than £36. Go as many times as you want by paying from just £37 for an Annual Pass.
- And for just £400 for a family of 5 (£150 for an individual Pass) you can buy a Merlin Annual Pass which gives unlimited access to all of the Merlin Entertainments' UK attractions, for a full 12 months from the date of purchase.

- There are three other LEGOLAND parks in the world – LEGOLAND Billund in Denmark, LEGOLAND California in the U.S.A and LEGOLAND Deutschland in Germany.
- The LEGOLAND theme parks are part of the Merlin Entertainments Group. The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 57 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 32.4 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussaud's, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures & Zoo, Heide Park, Underwater Adventures, and Earth Explorer.