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Ride off the calories at LEGOLAND® Windsor

Coming to a theme park might not be the most obvious solution to losing weight and getting fit, but new research by LEGOLAND® Windsor shatters the myth that a day out at a theme park consists of little more than sitting on rides and guzzling on junk food.

A number of families that visited LEGOLAND Windsor in September were monitored with state of the art pedometers to find out just how far people walk on a day out.

The results were startling, revealing that they took more than 10,400 steps each– the equivalent of five miles and enough to burn up 500 calories.

Miss Nattriss, a teacher, from Reading commented “I was really surprised that I walked five miles at LEGOLAND, it just shows that you don’t notice distance when you are enjoying yourself!”

The distance traveled by visitors around the theme park is three times the recommended amount of physical activity – with adults advised to take 30 minutes of moderate activity, such as walking, daily. This equates to around 3,000 steps – a third of the ground covered by people that visit LEGOLAND Windsor.

The average Briton walks 2,000 and 5,000 steps each day.

Vicky Brown, General Manager at LEGOLAND Windsor says “On top of having a really fun day out these readings show that coming to LEGOLAND Windsor can actually improve your health. We have over 55

rides and attractions set in over 70 acres of landscape and we are very happy to dispel the myths of unhealthy days out a theme park”.

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Notes to Editors:

- 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.
- Winner of the Best Family Visitor Attraction in the Tommy's 'Let's Get Baby Friendly' Awards 2009, 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 55 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
- 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.

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