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## **£30 million to be pumped into LEGOLAND® Windsor**

Tens of millions of pounds are being invested in one of Britain's top theme parks, with a number of new attractions and a major hotel development planned, at LEGOLAND Windsor, as bosses hope to capitalise on from what is a booming business sector despite the current economic crisis.

LEGOLAND Windsor, which opens its doors on Saturday 21 March with five new rides and attractions and a new land, Kingdom of the Pharaohs, had a record year in 2008.

And defying the downturn in fortunes that is hitting businesses around the country, the theme park – which already employs more than 1,500 people during the year – is actually creating dozens of new full time equivalent jobs this season.

Over the next five to ten years £30 million will be spent on at least 11 new attractions for the site to ensure its continued future success. These will include interactive rides for young children, as well as an exciting new SEA LIFE aquarium, and a new family roller coaster scheduled to open in 2011.

A 180 bedroom LEGOLAND hotel, scheduled to open in 2012, subject to planning permission, will satisfy a growing demand from visitors wanting to extend their stay at the park, a fast growing trend in the UK as growing numbers opt for short breaks in Britain rather than going abroad on holiday.

Vicky Brown, General Manager, LEGOLAND Windsor said: “At a time of economic uncertainty, we are delighted to be able to announce these exciting plans for the future prosperity of LEGOLAND Windsor. We are fortunate enough to have the full support of our parent company Merlin Entertainments who are continuing to invest even in these difficult times. Whatever is happening at work, families still want to have fun and enjoy quality time together, and that’s what LEGOLAND Windsor is all about. We want to be able to provide the ultimate sleepover experience for guests”

For further information please contact Emma Owen on 01753 626125 or Rebecca Head 01753 626106

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Notes to editors:

- Winner of the Best UK Attraction for Children, 2007 Group Leisure Awards. 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](http://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.