

28 September 2009

20 Millionth Visitor at LEGOLAND Windsor

The news that the 20 million barrier has been broken by LEGOLAND Windsor means that a number equivalent to more than one in three of the British population has visited the 150 acre theme park in Berkshire – making it one of the most popular in the world. LEGOLAND was recently voted the winner of the Best Family Visitor Attraction in the Tommy's Awards 2009.

Since opening on 29 March 1996, LEGOLAND (part of the Merlin Entertainments Group Ltd stable) has grown to become one of the top attractions in the UK and is set to grow still further with a massive £30 million investment over the next 10 years including new rides and a themed hotel.

Interesting LEGOLAND facts

- **There are 55 million bricks in LEGOLAND Windsor. If you were to put each of these bricks one in front of the other they would reach the capital London.**
- The Queen visited in 2003 as part of British Tourism Day.
- A 16ft LEGO Pharaoh was floated down the Thames earlier this year to mark the opening of the new land 'Kingdom of the Pharaohs'.
- LEGOLAND Windsor is built on the site of Windsor Safari Park.
- It took four years to build LEGOLAND and the skills of 100 people from two different countries
- In 2008 LEGOLAND Windsor breaks the record for the world's tallest LEGO Tower.
- Big Ben was the first model to be placed in LEGOLAND

- The largest concentration of bricks is in Miniland with 45 million bricks.
- The smallest models are the pigeons in Trafalgar Square – each is made from 5 LEGO bricks
- The largest model in the park is the huge 80% full size Boeing 747 cockpit made from 2.2 million bricks and taking 4,212 hours to build.

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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.

For further information, contact the press office:

Emma Owen on 01753 626125 emma.owen@legoland.co.uk

Alison Bledge on 01753 626125 alison.bledge@legoland.co.uk

Rebecca Head on 01753 626106 rebecca.head@legoland.co.uk