

May 2009

**CELEBRATE THE LONGEST DAY OF THE YEAR
AT OUR VIKING MIDSUMMER FEST**

Come and celebrate the summer solstice, Scandinavian style, at LEGOLAND Windsor's Viking Midsummer Fest. On Saturday 20 & Sunday 21 June the park will yet again be subject to a Viking invasion to mark the longest day of the year. LEGOLAND will be making the Norseman feel right at home with this Danish-themed midsummer festival.

The event, sponsored by VisitDenmark, will involve a weekend of activities including exciting re-enactments of Viking battles, realistic encampments where guests can get an insight into the lives of Viking warriors, crazy comedy Vikings and a great new competition for this year. All kids that come to the park dressed as Vikings and princesses on this special weekend and visit the VisitDenmark stand in The Beginning area of the park can enter a draw to win a fabulous family trip to Denmark worth £2000.

As a special treat LEGOLAND will stay open until 9pm on Saturday, giving families even more time to experience some of the park's most popular rides and attractions.

Explore the Land of the Vikings, featuring the park's biggest and wettest ride to date, Vikings' River Splash. Another exciting ride is the Longboat Invader that defies guests to test their sea worthiness as they sway back and forth on a Viking vessel.

Ends

Notes to editors:

- 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
- 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.

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