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## **LEGOLAND WINDSOR TOPS NATIONAL GEOGRAPHIC KIDS' POLL**

LEGOLAND Windsor has topped the chart of favourite attractions in Britain following a survey of 1,200 children.

The Berkshire theme park was a clear favourite in the latest survey of five to 13 year olds commissioned by National Geographic Kids magazine. LEGOLAND beat off stiff competition from some of the UK's most famous attractions and places and came ahead of London and the seaside in the children's poll.

The survey, entitled 'What Kids Think About Britain Today' revealed that 99% of children counted themselves lucky to live in the British Isles. The majority believed that the best thing about being a child living in Britain was the great variety of things to do. This was followed by the wildlife and countryside. The weather topped the list of worst things about Britain.

The Queen remained the number one royal with children, taking 51% of the vote. Prince Harry attracted 16% of the votes and Prince Charles and Prince William both received 12%.

The survey highlighted that a significant proportion of children living in Britain today understood the importance of protecting their environment. 38% of children recycled and 25% had helped their community through fundraising for local charities.

Despite initiatives to promote healthy eating, children voted pizza as their favourite dinner with 21% of the votes. A traditional roast dinner came second with 20% of the vote whilst salads scored just 2%.

When asked to name their biggest hero, children voted 'Mum' as their number one Brit, followed by their dad and in third place Sir David Attenborough. Other people featured in the heroes top ten included X Factor judge Simon Cowell, tennis star Andy Murray and Olympic champion cyclist Chris Hoy. Sir David Attenborough did however make it to the number one spot for Britain's best ambassador, beating off competition from the Queen and David Beckham.

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With a general election looming next year, it seems that Gordon Brown's days at Number 10 are numbered! In the survey, children thought their dad would make the best Prime Minister. Tony Blair took tenth place, behind US President Barack Obama and Simon Cowell.

As a nation of animal lovers, it's not surprising to learn that the majority of British children dreamed of becoming a vet when they grew up. This was closely followed by teacher and author. Other jobs that made it into the top ten professions included footballer, scientist and police officer.

Vicky Brown, general manager of LEGOLAND Windsor said: "To be ranked as the top children's attraction is a fantastic achievement for us. When LEGOLAND Windsor opens in March we'll have more rides than ever before. This is our third new land in as many years and we're excited to continue building upon what makes us the best children's theme park in Britain."

LEGOLAND Windsor opens on 20 March 2010 with yet another new land! Families can join the crew at Pirates Landing and learn swashbuckling, seafaring skills at the Pirate Training Camp before testing their nerve, and stomachs, on the new swinging pirate ship. Then set sail for a soaking on the "explosively" enhanced Pirate Falls Dynamite Drench! Plus they can meet our new hero, Clutch Powers, and his gang, as they take on a special mission in the action-packed new 4D Movie. To find out more, visit [www.LEGOLAND.co.uk](http://www.LEGOLAND.co.uk).

Full details of the 'What Kids Think About Britain Today' survey can be found in this month's issue of National Geographic Kids magazine.

Ends

### Notes to editors:

#### LEGOLAND WINDSOR

- 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 20 March until 7 November 2010. 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.
- 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.
- **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, and 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 59 attractions and six hotels/ 2 holiday villages in 13 countries and across 3 continents. The company aims to deliver memorable and rewarding experiences to its 35 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 Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres (including Manchester in March 2010), Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures, Underwater Adventures, Heide Park and Earth Explorer.

## **NATIONAL GEOGRAPHIC KIDS MAGAZINE**

Launched in 1975, National Geographic Kids is the world's longest-running and biggest-selling multi-topic children's magazine, with a circulation of 1.7 million. International editions are available in 17 countries around the world, including the US, Germany, South Africa, Russia, Egypt and Turkey.

National Geographic Kids launched in the British Isles in October 2006 and is on sale at most good newsagents and retail outlets such as WH Smiths and Borders, plus supermarkets including Tesco, Asda and Sainsburys for £2.99. It is also available through subscription and has the UK's fastest-growing subscriber base in the children's market. The magazine is published in the UK by Attic Media Network and the content is created for a British readership with local content.

Jam-packed with the fascinating features and amazing images you'd expect from the National Geographic brand, National Geographic Kids is everything an inquisitive young mind needs. Every month, readers go on new adventures - exploring the wonders of the natural world, getting up close with exotic wildlife, discovering different cultures and getting creative with exciting things to make and do. Plus, there are fun puzzles and quizzes, fantastic posters and a high quality gift with every issue.

Subjects featured in National Geographic Kids include: wildlife, environment, geography, science, history and exploration, world cultures, ancient civilizations, inventions, space, and art/craft.

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