



## SHREK'S ADVENTURE! LONDON

### FUN FACTS

- It took a team of over 40 over two years to bring to life the hilarious fantasy world of Shrek and Far Far Away, including more than 100 builders from 20 different trades, plus animators, designers, engineers, artists, script writers, theatre directors and costume designers.
- Shrek's Adventure! London is a fully immersive storytelling attraction combining live action and animation to bring to life some of DreamWorks and the Kingdom of Far Far Away's most loved places – from Shrek's Swamp to the Poison Apple Pub and the Muffin Man's House.
- During their adventure, guests will meet many of DreamWorks most-loved characters, from Princess Fiona, and Puss in Boots, to Gingy the Gingerbread man and Pinocchio, as well as Rumpelstiltskin complete with 'angry wig' and not forgetting Shrek and Donkey.
- The attraction will be brought to life through a mix of live actors, completely new DreamWorks animation, cutting edge 3D projection, amazingly detailed models plus costumed characters.
- In the immersive and hilarious fantasy world of Shrek, guests will notice a number of smells as they make their way through their adventure – from the pungent reek of Shrek's damp Swamp to the comforting aroma of Muffin Man's House.
- The biggest model in the attraction is in the Arrivals Hall, where Toothless from the DreamWorks Animation 'How to Train Your Dragon', swoops overhead with a whopping six metre wingspan.
- The smallest characters in the attraction are the Three Blind Mice. Guests will find this iconic trio stranded by volcanic lava below The Rickety Bridge.
- The magic 4D Bus Ride\*, complete with bespoke 3D DreamWorks animation and multi-sensory special effects, takes the form of a classic London red bus. The bus itself was created using a miniature bus model, scanned into a computer and printed piece by piece with a state-of-the-art 3D printer, before being carefully painted and pieced together by a team of talented artists.

- The attraction has:
  - a. 1,00 LED lights
  - b. 100km of AV cables
  - c. 10,000 frames of projected content
  - d. 1,500 inches of LCD screen
  - e. 300 speakers, giving 45,000 watts of power
  - f. 30 amplifiers
  - g. 21 screens
  - h. 12 projectors giving 66,000 lumens

*\*height restriction of 0.9m accompanied, 1.3m unaccompanied applies*

For further information please contact Sahrette or Nicole on [SAL.pressoffice@merlinentertainments.biz](mailto:SAL.pressoffice@merlinentertainments.biz) or call 0870 443 6001.

**Notes to editors:**

**MERLIN ENTERTAINMENTS plc** is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 111 attractions, 12 hotels/4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).

Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, DreamWorks Tours SHREK's Adventure, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

**DreamWorks Animation**

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series and live entertainment properties, meant for audiences around the world. The company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the "100 Best Companies to Work For" by FORTUNE® Magazine for five consecutive years. In 2013, DreamWorks Animation ranked #12 on the list. All of DreamWorks Animation's feature films are produced in 3D. The Company has theatrically released a total of 30 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon, Puss In Boots and The Croods.