



A WORLD FIRST ATTRACTION AND BRAND NEW DREAMWORKS® ADVENTURE! **SHREK'S ADVENTURE! LONDON: OPENING JULY 1 2015**

Set to delight and enthrall families of all ages, **Shrek's Adventure! London** is a world first immersive storytelling attraction that plunges children and adults alike into the hilarious world of Shrek, Donkey and their DreamWorks pals.

The atmospheric attraction brings the fantastical worlds of DreamWorks and the Kingdom of Far Far Away vividly to life before guests' eyes. Lovingly crafted and theatrically reimagined, the experience combines live action and iconic sets from the Shrek films with captivating storytelling, an amazing 4D bus ride*, jaw-dropping special effects and extraordinary DreamWorks animation. Guests are invited to step into and literally play their part in this extraordinary adventure helping to 'save the day' as the story unfolds with its multiple unexpected twists and turns.

ALL ABOARD FOR A HILARIOUS MISADVENTURE!

From magical crystal balls, to smelly swamps and more laughs than you can shake a Magic Mirror at, there is never a dull moment on this journey of mayhem and misadventure. From the minute guests pass through the DreamWorks Tours Departure Gates the tone is set with a chattering headless knight in shining armour and a stunning full size replica of Shrek and Fiona's Onion Carriage – complete with a very mischievous and talkative Donkey onboard. Passengers are ushered into the boarding area... where the calamity begins...

MAGIC 4D BUS RIDE

Princess Fiona sets the scene for a magical journey as guests board a special tour bus – destination Far Far Away. Best not get too settled though as Donkey's in the driving seat and this is no ordinary bus but **an amazing 4D bus ride**. Combining state of the art technology, brand new DreamWorks 3D animation and multi-sensory special effects guests are in for the ride of their lives. As the vehicle soars above the London skyline and its iconic landmarks they will embark on a fantastical ride into another realm with all their favourite DreamWorks pals coming to life around them. But Donkey's erratic driving causes some hair-raising moments as the bus is catapulted into Far Far Away airspace and a catastrophic crash landing in Shrek's Swamp leaves furious Rumpelstiltskin a witch down and hell bent on revenge!

LOST IN THE SWAMP

There's no going back now and guests must embark on a quest to find Shrek as only he can help them home. First stop is the Ogre's very own dank, squelchy, smelly Swamp complete with an Ogre-sized toilet. But Shrek's not at home and Cinderella is housesitting. Expect some joke-packed storytelling laced with surprises as the down on her luck ex-fairytale Princess explains to guests just what they have to do to escape Rumpelstiltskin and get far far away from Far Far Away.

SPOOKY FOREST AND RUMPLESTILTSKIN'S CARRIAGE

After travelling through the spooky forest, guests find themselves inside Rumpelstiltskin's carriage with its spectacular domed roof, flickering candles and a gigantic crystal ball presided over by fortune teller Esmeralda. Guests will need to convince the money-grabbing soothsayer to summon up her magic and use her crystal ball to help them on their way. If they do they will be rewarded with a message from Shrek telling them where to go next... but watch out, Rumpelstiltskin and his witches are in hot pursuit...

THE POISON APPLE PUB

The favoured haunt of villains, assassins and fairytale characters gone bad, The Poison Apple Pub is *the* place to go to uncover secret information. Ugly Sister and landlady, Doris, can help guests on their quest but she needs the assistance of Puss In Boots. The famously fearless feline hero appears, brought to life through jaw-droppingly vivid animation and projection to 'cough up' a critical clue before any of the Poison Apple regulars stumble in for a "cheeky half".

OVER THE RICKETY BRIDGE TO THE GAME SHOW STUDIO

Armed with Puss In Boot's clue, guests must make their way over the Rickety Bridge with volcanic lava bubbling beneath to get to the Game Show Studio where Rumpelstiltskin's horrid henchman, Thelonius, is hosting a high stakes contest. The audience must take their seats and play the game to save Pinocchio from a grizzly fate and collect the next item needed for their quest. With the wooden boy suspended on a deadly rigged 'Wheel of Torture' right before their eyes, guests have to answer every one of Thelonius' questions correctly to save the puppet – and themselves. But be warned this is no ordinary Game Show, it's a magical, DreamWorks Game Show with some hilarious, edge of the seat surprises guaranteed!

THE MAGIC MIRROR MAZE

If guests can win the Game Show their next task is to get through the Magic Mirror Maze and find the Muffin Man's house. This discombobulating maze is made even more confusing by Lord Farquaad's malicious Magic Mirror, which will tease and misdirect at every twist and turn. Luckily Shrek and Donkey know the way through and will do their best to help guests to safety and the next stage of their adventure.

DOWN DRURY LANE TO THE MUFFIN MAN'S HOUSE

Tiny Gingy the Gingerbread Man is on hand to guide guests along Drury Lane and into the Muffin Man's House where he is stirring up a magical concoction in his giant bubbling cauldron. With the addition of special items collected by guests on their quest this mixture could cook up a way home and, when Donkey makes a surprise appearance and throws the final ingredient into the elixir, a powerful spell is unleashed.

TRAPPED IN THE PRISON

Guests quickly realise they have been tricked and trapped by Rumpelstiltskin in a prison. In a show-stopping finale it's up to Shrek to save the day and help everyone find their inner ogres to blow down the prison walls and return home.

WELCOME BACK... TO THE ARRIVALS HALL

Having escaped Rumpelstiltskin's clutches, guests finally find their way back... to end up in the DreamWorks Tours Arrivals Hall. But that's not the end of the journey as awaiting them is a colourful line up of other DreamWorks favourites featured in themed areas bringing to life the worlds of Madagascar, Kung Fu Panda and How to Train Your Dragon. Guests can get up close to life size figures of key characters in imaginative sets. Meet Madagascar's fun loving Zebra Marty before he gets fired from his circus cannon, hang out with the Penguins in their airplane and see if you are strong enough to give glamorous hippo Gloria a lift! From Kung Fu Panda, hero Po is waiting for guests to hone their martial arts skills with him, or they can try some plate-spinning with Mr Ping in his noodle bar. Then it's time to put on your best Berkian armour, look to the skies and marvel at a gigantic model of Toothless with Hiccup standing proudly on his majestic Dragon's back.

TICKETS/OPENING HOURS

Shrek's Adventure! London opens on 1 July 2015. Located in County Hall on London's South Bank close to Merlin's other leading attractions in the area: the London Eye, the SEA LIFE London Aquarium and the London Dungeon. Tickets for adults from £23.40, children from £18.72 when booked online at www.shreksadventure.com.

The attraction is expected to be very popular and EARLY PRE-BOOKING is recommended to avoid disappointment. All tickets are timed. The attraction is open from 10am to 6pm, 7 days a week.

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

-Ends-

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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 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.