



## **OPENING 1<sup>ST</sup> JULY 2015: SHREK'S ADVENTURE! LONDON** **A WORLD FIRST BRAND NEW DREAMWORKS® ATTRACTION**

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 ride\*, jaw-dropping special effects and new 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.

Guests are invited to take a fantastical DreamWorks 'tour' to the Kingdom of Far Far Away, which begins aboard a spectacular 4D flying bus ride. With Donkey at the wheel, this is a bus ride of a lifetime as guests soar above the London skyline with their favourite DreamWorks pals whizzing by. But things soon go off course and when the tour bus crashes guests must embark on a quest to find Shrek and return safely home...

From magical crystal balls and bubbling cauldrons to powerful spells and more laughs than you can shake a Magic Mirror at, there is never a dull moment on this journey of mayhem and calamity. Guests 'step into and star' in their very own hilarious, madcap adventure visiting some famous Far Far Away locations including Shrek's Swampy home complete with Ogre-sized toilet, The Poison Apple Pub and The Muffin Man's House and meeting some of its most famous residents along the way. Princess Fiona, Gingy the Gingerbread Man, Pinocchio and the Three Little Pigs will all be there and watch out for Puss In Boots spectacular special appearance. Add in a discombobulating Magic Mirror maze, an amazing Game Show with hidden surprises and an angry Rumpelstiltskin in hot pursuit and you have all the ingredients for an unforgettable adventure with Shrek and friends.

After the adventure, there's more fun to be had in the Arrivals Hall with a colourful line-up of other DreamWorks pals in themed sets from the worlds of Madagascar, Kung Fu Panda and How to Train Your Dragon. Get up close to the Penguins of Madagascar, test your martial arts skills with Kung Fu Panda's Po or marvel at Toothless in full flight as Hiccup rides his spectacular dragon overhead.

## TICKETS AND PRICES

- Shrek's Adventure! London opens on 1 July 2015 and is 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 booked online via [www.shreksadventure.com](http://www.shreksadventure.com) are priced from adult £23.40, children from £18.72. **Tickets will be timed entry and advance booking is recommended to avoid disappointment.**
- The attraction is open from 10am to 6pm, 7 days a week.
- Shrek's Adventure! London takes approximately 90 minutes and is an immersive experience.
- It is an indoor attraction in the dark, suitable for everyone over the age of 6.
- The majority of our facilities are designed to be fully accessible to our disabled guests however it may not be possible for all guests to access the 4D magic bus ride. It is also important that any wheelchair users or guests with special requirements book with our Merlin Contact Centre (0871 221 2837) or in person at our box office to ensure the relevant facilities are available during their visit.

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

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**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.