



2016 AT SHREK'S ADVENTURE! LONDON

WHAT TO EXPECT FROM SHREK AND THE GANG NEXT YEAR

At DreamWorks Tours Shrek's Adventure! London there's lots to celebrate in 2016. After arriving on the Southbank this year, the next 12 months are set to be just as exciting with big celebrations crash-landing into Far Far Away.

Shrek himself will mark a very special 15th anniversary in June. It's hard to believe that Shrek first burst onto movie screens in true ogre style 15 years ago – festivities at the attraction are set to be as giant as the ogre himself.

In 2016 the attraction celebrates another very special birthday... YOURS! Shrek's Adventure! London will launch its very own exclusive and unforgettable birthday packages just for children.

Next year also sees the widely anticipated release of *Kung Fu Panda 3* and a fun and interactive DreamWorks addition will be stepping into the ring at the end of the attraction ready for fans to get another taste of the movie.

- Open daily from 10am
- Tickets available online from £18.20
- Next to the Coca-Cola London Eye
- 10 minute walk from Waterloo or Westminster
- For more information please visit www.shreksadventure.com
- @Shreksadventure
- [facebook.com/shreksadventurelondon/](https://www.facebook.com/shreksadventurelondon/)

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For further information please contact the Shrek's Adventure! London press office on 0870 443 6001 or SAL.PressOffice@merlinentertainments.biz

Notes to Editors

DREAMWORKS TOURS SHREK'S ADVENTURE! LONDON

Shrek's Adventure! London is the capital's newest family attraction, combining live action, stunning iconic sets and exclusive DreamWorks animation. Guests of all ages are whisked away on a 4D magic bus tour with Donkey as their driver before crash-landing in Shrek's swamp where a fantastic, immersive adventure awaits. Familiar characters from the Shrek franchise greet guests along the way before everyone's favourite ogre welcomes them back to London

alongside the rest of the DreamWorks gang including characters from *How to Train your Dragon* and *Madagascar*.

MERLIN ENTERTAINMENTS plc

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 109 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, 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.