



CHINESE NEW YEAR FUN AT SHREK'S ADVENTURE! LONDON

THE MUST-DO ATTRACTION FOR FAMILIES THIS FEBRUARY

February 13 – February 21



Celebrate Chinese New Year this February half term at DreamWorks Tours Shrek's Adventure! London with fun activities for all the kids.

From February 13 to February 21, Shrek and all his DreamWorks pals will celebrate Chinese New Year with face painting, craft activities and a character dance party with the one and only King Julien! Whether you like to 'move it move it' or embrace your creative side, there is something for everyone this half term.

A must-do attraction for any family visiting the capital, Shrek's Adventure! London invites you to embark on a hilarious misadventure. Step aboard a magical 4D bus ride with Donkey as your driver before you walk through iconic sets from the hugely successful Shrek films, meeting plenty of familiar faces along the way. You're even invited to take part in the action! At the end of the experience, you will have the chance to meet Shrek before encountering even more DreamWorks characters from films such as Madagascar, Kung Fu Panda and How to Train Your Dragon.

Advanced booking is recommended and tickets can be purchased online from just £18.20 at www.shreksadventure.com

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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 of these brands are distinctive, challenging and innovative and 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.