



**THIS SUMMER ENROLL IN DRAGON TRAINING SCHOOL
AT DREAMWORKS TOURS SHREK'S ADVENTURE! LONDON**

23 July – 4 September

Get ready for a scorching summer as DreamWorks Tours Shrek's Adventure! London is taken over by the Vikings of Berk! From 23 July to 4 September *How to Train Your Dragon's* finest, fiercest faces will be showing guests of all ages what it takes to be a true Viking!

After their unique and interactive adventure with Shrek, guests will come face to face with the fearsome, yet friendly, Vikings who will share their knowledge in training dragons while a giant Toothless the dragon soars overhead with Hiccup aboard.

The Vikings will be hosting hands-on activities inspired by the popular DreamWorks films such as the Sheep Toss Trebuchet Challenge and a Duel the Dragon game to ensure that all recruits are fully trained before they graduate from Dragon Training School. Young guests can even dress up in Viking clothing to make sure they look the part.

Advanced booking is strongly recommended during the summer holidays. To take advantage of our best prices, book online now at www.shreksadventure.com Or why not take advantage of the other great attractions on South Bank such as the London Dungeon, SEA LIFE London Aquarium and the Coca-Cola London Eye by purchasing a combo ticket to make the perfect family day out.

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

Notes to Editors

PERFECT SUMMER GIFTS

Dragon-fever is also spreading to the DreamWorks Tours gift store where avid fans of the *How to Train Your Dragon* films will be able to browse an exclusive selection of merchandise and take home their very own Toothless or Hiccup!

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.