



DREAMWORKS TOURS: SHREK'S ADVENTURE! LONDON GOES WILD WITH WWF UK TO CELEBRATE WEAR IT WILD DAY

FRIDAY 27 MAY

Get ready to roar as Dreamwork's Tours Shrek's Adventure! London is inviting guests to take a walk on the wild side as the attraction celebrates WWF UK's Wear it Wild Day on Friday 27th May.

In celebration of the many animal characters at the attraction, such as Po the Panda from *Kung Fu Panda*, King Julien the lemur from *Madagascar* and of course Shrek's best friend Donkey, the attraction will be admitting any guests in animal-themed fancy dress free of charge during the day.

The attraction, where guests depart on an interactive adventure through familiar sets from the *Shrek* films, also features characters from many popular DreamWorks films such as *Madagascar*, *How to Train Your Dragon* and *Kung Fu Panda*.

The Wear it Wild initiative, which raises money to protect endangered wildlife around the world, will be encouraging people up and down the country to dress up like animals.

Milly Tuck, Marketing Manager at Shrek's Adventure! London said 'With so many amazing DreamWorks animal characters here at the attraction we thought it only right to support their counterparts in the wild through this fantastic event.

'Providing memorable experiences is central to our ethos and what better way than encouraging our guests to dress up and have fun with their favourite DreamWorks characters, all in the name of a great cause'.

Charlotte Bagg, Event Communications Manager of WWF UK said 'We are so excited to have the support of DreamWorks Tours Shrek's Adventure! London. We hope that hope that this will encourage the younger generation to learn more about what we do and want to get involved more'.

It's time to dig out your favourite leopard print top, zip up your onesie (adults too!) or try your hand at some face-painting before embarking on your own DreamWorks Tour adventure!