



PRESS RELEASE FOR IMMEDIATE RELEASE

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The Search is on for *Real-Life Rapunzel!*

The Little Princess Trust – a charity which provides free real-hair wigs for boys and girls suffering from hair loss – has teamed up with Shrek's Adventure! London to find a *Real-Life Rapunzel!*

The Hereford-based charity, which has given away nearly 5,000 free real-hair wigs since its inception in 2006 to boys and girls suffering with cancer and other medical conditions, receives thousands of hair donations a year. These donations are used to make some of the real hair wigs given away. Normally, a minimum of 7 inches / 17cm is required.

For the *#RealLifeRapunzel* campaign, the charity is looking for the longest hair donation it can find! To be in with a chance of winning, hair donations for this competition must exceed 12"/30cm and Shrek's Adventure! London will be offering the most fantastic prize for the winner and four finalists!

The finalists – plus three guests each - will be invited to a VIP experience at the London attraction on the 29th April as part of 'National Princess Week'. The experience will include a delicious breakfast courtesy of our friends at Starbucks, a VIP tour of the attraction, free haircuts in Shrek's 'Throne Room', a makeover and goodie bags galore, with a few surprises along the way!

Monica Glass, Little Princess Trust Charity Manager said, "The charity is looking for especially long hair donations at the moment and so the search is on! Whilst we help boys as well as girls across the whole of the UK and Ireland, at the moment there is a need for particularly long hair donations. It takes a number of donations to make a single wig and of course the longer the hair donation, the longer the wig."

Steve Blackburn, General Manager of Shrek's Adventure! added, "Shrek's Adventure! London is home to lots of princesses and we are really proud to be working with the Little Princess Trust, spreading awareness of the incredible work they do and encouraging those with long hair to donate it for the benefit of children suffering from hair loss."

To enter, donors should visit www.littleprincesses.org.uk/competition/ to upload a clear photo of their hair, detailing what length they are willing to donate. Donors must tell us, in no more than 350 words, why they think it is important to donate their hair. The Little Princess Trust will choose four finalists and one overall winner to enjoy a VIP experience at Shrek's Adventure, London. Closing date is 31st March. Finalists will be notified by Friday the 7th of April.

There will also be an opportunity for members of the public to have their hair cut for donation and styled free of charge on the afternoon of the 29th. Terms and conditions apply.

For more information, please visit:

www.littleprincesses.org.uk/competition/

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Notes to Editor:

Little Princess Trust

- A charity, based in Hereford, supplying real hair wigs free of charge to children across the UK & Ireland that have lost their own hair through cancer treatment and other illnesses.
- Started in 2006 in memory of 5 year-old Hannah Tarplee who sadly lost her own battle with cancer the previous year.
- Since its inception, the Trust has given away nearly 5,000 wigs to girls and boys, a number which increases every day.
- Each real hair wig costs the charity on average £500. There is no cost to the family.
- Families may self-refer to the charity to obtain a wig or be referred by a member of their clinical team. The Little Princess Trust Case Manager puts the family in contact with an independent, specialist wig-supplier, as close as possible geographically to the family, so a wig can be arranged.
- The Trust receives cards and letters every day from families expressing how receiving a wig has had such a positive impact on the child. If well-enough, the child can now resume their day-to-day activities with their peers, with their self-esteem restored.
- For income, the Little Princess Trust relies solely on the enthusiastic efforts of individuals, groups and businesses. The charity receives no formal funding.
- In addition to donations of money, the Trust also accepts hair donations from supporters. Recently the most famous being from pop idol Harry Styles who cut his long locks and donated them to the charity. Whilst the Trust cannot guarantee that all hair donated (perhaps through a sponsored event) is suitable, what is deemed satisfactory is then used to manufacture wigs for supply by the Little Princess Trust.
- www.littleprincesses.org.uk
- Registered Charity No. 1113172

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 a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 5 holiday villages in 24 countries and across 4 continents. The company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees (peak season).

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.