



## **Return of Merlin Entertainments partnership with Coca-Cola Great Britain to exchange plastic bottles for family fun this summer**

***Following success of launch in 2018, the initiative has been extended to additional attractions***

**11<sup>th</sup> July 2019:** Merlin Entertainments (“Merlin” or “the Company”), the UK’s largest visitor attraction operator, has today announced the return of its partnership with Coca-Cola Great Britain, offering consumers 50% off entry to some of the UK’s best-known family attractions, in exchange for their used plastic bottles.

After positive consumer feedback and demand following the 2018 launch of the initiative, 23 ‘reverse vending’ machines will now be available for people to recycle any 500ml plastic bottle, with those who deposit their empty bottles being rewarded with a voucher to receive 50% off entry at 30 Merlin attractions.

The machines will be available at the entrances of Alton Towers Resort, Thorpe Park Resort, Chessington World of Adventures Resort and LEGOLAND Windsor Resort, with Warwick Castle Resort and SEA LIFE Blackpool now also participating in the recycling scheme.

**Sandra Hazel, Head of Force for Good at Merlin Entertainments, said:** *“We are delighted to extend this initiative after great success in 2019. We care about recycling and know that our customers do too. This partnership is a great way to work together to protect our planet and is just one of the initiatives we are invested in to increase recycling at our attractions.”*

**Kris Robbins, Marketing Director at Coca-Cola Great Britain said:** *“Recycling doesn’t need to be boring and we want to reward and recognise people for doing the right thing and making it easier to recycle on the go. This is just one of the steps we’re taking to ensure our packaging is as sustainable as possible and making it easier for people to recycle”*

The announcement comes after Merlin Entertainments conducted a broader review of single use plastics across the business, announcing the phasing out of plastic straws at all attractions globally by the end of 2018.

The reverse vending machines will be in place until 17<sup>th</sup> October 2019 at Alton Towers Resort, Thorpe Park Resort, Chessington World of Adventures Resort and the LEGOLAND® Windsor Resort and until 31<sup>st</sup> March 2020 at all other participating attractions.

## ENDS

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### Pictures available on request

#### Terms & Conditions

Voucher valid for one person only, for one attraction. Valid until 17.10.19 at Alton Towers Resort, Thorpe Park Resort, Chessington World of Adventures Resort and the LEGOLAND® Windsor Resort and until 31.03.20 at all other participating attractions.

#### About 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 130 attractions, 20 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season). [www.merlinentertainments.biz](http://www.merlinentertainments.biz)

#### About Coca-Cola Great Britain:

Coca-Cola Great Britain is responsible for marketing 20 brands and over 80 products to consumers across Great Britain. Led by Coca-Cola, one of the world's most valuable and recognisable brands, the company portfolio includes Fanta, Sprite, Dr Pepper, Oasis, glaceau vitaminwater, glaceau smartwater, Schweppes, Appletiser and Honest. All of the packaging Coca-Cola Great Britain uses is 100% recyclable and the company is committed to double the recycled plastic in all of our bottles to 50% by 2020 and will source all of this extra recycled material from within the UK. COCA-COLA, DIET COKE, COCA-COLA ZERO, COKE ZERO and COCA-COLA ENERGY are registered trademarks of The Coca-Cola Company.