



ZOG ZOOMS INTO WARWICK CASTLE IN 2020



xx January 2020 – Magic Light Pictures today announced they have teamed up with Merlin Entertainment to bring an exciting new 3D interactive *Zog* trail to Warwick Castle.

Due to launch at the historic venue at Easter, the brand-new trail brings to life the colourful world of Zog the lovable dragon, with a host of fun activities for kids that mirror Zog's own lessons at dragon school.

From soaring over the top of the Castle mound without actually leaving the ground, to testing out the Roar-o-meter at Bear Tower and helping kids to capture a princess, children will collect a stamp at every task. After a final challenge joining in with Sir Gadabout's school for ambitious knights, there's a meet-and-greet with Zog himself as he hands out gold stars and poses for a souvenir storybook photo with every child.

A heart-warming, hilarious and action-packed adventure based on the million-selling book by Julia Donaldson and Axel Scheffler, *Zog* premiered on BBC One on Christmas Day 2018. The courageous tale of a keen but accident-prone dragon who gets into all sorts of mischief while at Dragon School, *Zog* was the fourth-highest rated programme on the day, achieving 8.8m viewers (including repeat). The sequel, *Zog and the Flying Doctors*, has recently been announced as the Christmas 2020 collaboration between Magic Light and BBC One.

Daryl Shute, Brand Director, Magic Light Pictures said: “We are delighted to partner with Merlin Entertainment to bring Zog to their fantastic venue. Warwick Castle is the perfect setting for dragons, princesses and heroic deeds! Our close collaboration is creating a truly special experience for kids that allows them to step into the magical world of Zog and live the story for themselves.”

Liam Bartlett, Operations Director for Warwick Castle, says: “We’re thrilled that Zog is flying in to Warwick Castle – it’s going to be roar-some! The interactive trail is great for kids of all ages, and supports the key messaging from the storybook itself around tenacity, persistence and rising to the challenge. It’s a fantastic addition to the Warwick Castle experience and shows once again why we’re a leading attraction for families from across the UK and beyond.”

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About Magic Light Pictures

Magic Light Pictures makes imaginative entertainment for audiences, families and children worldwide. The company creates high quality films and products and has built the wonderful *Gruffalo* brand over many years. The company directly manages production, licensing, global distribution and marketing. Magic Light has sold its award-winning films, *The Gruffalo*, *The Gruffalo’s Child*, *Room on the Broom*, *Stick Man*, *Revolting Rhymes*, *The Highway Rat* and *Zog* to over 80 broadcasters worldwide. It runs an international merchandising programme with over 40 licensees and 300 products. The company’s filmmaking includes feature films such as Oscar-nominated animation *Chico & Rita*, comedy thriller *Wild Target* and natural history documentary *One Life*.

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About Zog

Zog is a colourful and fun tale of adventure and friendship by the unparalleled picture-book partnership of Julia Donaldson and Axel Scheffler, creators of *The Gruffalo*. Originally published in the UK in 2010 by Macmillan Children’s Books, it has gone on to sell more than one million copies and has been translated into 19 languages.

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, 19 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).
See www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNews.