



7th July 2020

Merlin Entertainments to donate 30,000 tickets to emergency and essential workers in their Big Thank You

MERLIN ENTERTAINMENTS announce that as part of their reopening plan they will donate 30,000 tickets globally to Emergency Service and frontline essential support workers who have worked throughout the pandemic, in a new initiative called 'The Big Merlin Thank You'

As part of its reopening strategy, Merlin Entertainments is proud to donate over 30,000 tickets to Emergency Service and frontline essential support workers in the UK, across Asia, North America and Australia and New Zealand.

In the UK, the majority of the 10,000 tickets will be made available via the free platform 'Blue Light Tickets', a new initiative where UK frontline workers can register to secure free tickets for venues and events, with tickets donated by Merlin and other venues, stadiums, clubs, promoters and event industry experts from across the UK.

Pioneered by Blue Light Card, the UK's number one discount service for emergency services, NHS, social care workers and armed forces, the scheme already has a number of high-profile supporters alongside Merlin, who are donating free tickets for sporting, music and leisure days out. NHS, social care and emergency services workers are encouraged to register for free online as soon as possible, to receive early bird access to the first round of free ticket allocations.

Will Campbell-Lamerton, Partnerships and Operations Manager at Blue Light Tickets said: *"In these difficult times, we have been blown away by Merlin's generosity. We know that free tickets to leisure days out will spread the message of 'thank you' to NHS, healthcare and emergency service workers, who've shown superhero strength and dedication in recent months. For those who haven't been able to spend much time with their families during the COVID-19 lockdown, either as a result of long working hours or social distancing, we hope that a free day out at a Merlin resort/attraction will give some respite to those who need it most."*

The Blue Light Tickets have been donated via Merlin's dedicated charity arm **Merlin's Magic Wand** which was established by Merlin to offer support and days out for children and families facing challenges of serious illness, disability or adversity around the world. The charity will be allocating tickets across the majority of its UK sites offering NHS, emergency workers and frontline staff a chance to take their families out for the day, spend quality time together and have some well-deserved fun. Days out will be offered across a range of their UK attractions including Alton Towers, Chessington World of Adventures, LEGOLAND Windsor, Thorpe Park, The Bear Grylls Adventure and some Madame Tussauds and SEA LIFE Centres.

Merlin Entertainments established charity Merlin's Magic Wand Charity Head, Sandra Hazel added:

"We would like to say a Big Merlin Thank You to the emergency and essential frontline workers who have played a vital role in the UK's response to the pandemic. Their dedication and tireless effort is hugely appreciated by the whole nation, and we are delighted to be able to offer them a fun day out through the Blue Light Card scheme."

3,000 of the tickets (which come direct from Merlin) will also be split equally across 30 different companies in the UK who have seen their frontline and essential workers continue to work throughout the pandemic. This includes Teachers via the

ASCL, Royal Mail postal staff, Compass Group UK & Ireland - the UK's largest food and support services company (who have been working in healthcare, education and defence as well as supporting key workers within business and industry sectors), WHSmith (for their post office colleagues who provided vital postal and banking services on the high street and for their store colleagues across over 100 hospitals who served frontline NHS staff), Council workers across the UK including refuse collectors and a range of the major high street supermarkets including Tesco, and food takeaway delivery companies.*

Ends

* The full name of all businesses will be published in late July.

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About Merlin Entertainments

Merlin Entertainments 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 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).

See www.merlinentertainments.biz for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews)

About Blue Light Card

"We want to go further, for those who go furthest for us." There's a group of people who are always there for us: the blue light community. They work tirelessly to keep us safe, healthy and supported, often going into unknown dangers to do so. They make sacrifices every day, and we want to thank them for it.

Blue Light Card is the UK's number one discount service for Emergency Services, NHS, Social Care workers and Armed Forces. With over 2.3 million members across the country, Blue Light Card is partnered with almost 13,000 retailers both national and local, providing savings, discounts and benefits that often aren't available to the general public. These include Toby Carvery, Hotels.com, Cineworld, Sky, EE and Halfords to name a few.

Members may access discounts either online or on the high street, by purchasing the Blue Light Card discount card, costing just £4.99 for a two-year membership.

Founded in 2008 by ex-Police Constable CTO Steve Denny and business partner CEO Tom Dalby, the Blue Light Card community is open to all sorts of professions including the Ambulance Service, Cave Rescue, Prison Service, Traffic Officers, HM Coastguard, Immigration Enforcement and more.

We are Blue Light Card. We're there for the people that are there for all of us. For more information on who qualifies and the offers available, visit www.bluelightcard.co.uk
