



MERLIN ENTERTAINMENTS EXTENDS
PARTNERSHIP WITH SILVERGATE MEDIA
FOR IMMERSIVE *OCTONAUTS* EVENTS AT SEA
LIFE CENTRES

*Interactive Brand Experience Set to Make Waves Across the UK, ANZ
and China, Driving Excitement Ahead Of New Spin-Off Series Octonauts:
Above & Beyond*

June 2021 – Silvergate Media and Merlin Entertainments are extending their established *Octonauts* partnership with the announcement of an exciting new interactive brand experience. The activity-based *Octonauts* trails are set to ‘make waves’ when they launch across 13 SEA LIFE centres and aquariums across the UK and ANZ this summer, and all year-long at Chang Feng Ocean World in China ahead of the highly anticipated launch of new spin-off series, *Octonauts: Above and Beyond*, later this year.

The interactive events will allow pre-schoolers and their families to ‘Be Captain For A Day’ as part of a themed and immersive experience which puts them centre-stage of their very own real-life *Octonauts* adventure, looking for Captain Barnacles alongside favourite

characters from the show such as Kwazii, Peso and Inkling. Guests to the attractions will also learn about conserving the world's oceans as they complete tasks, challenges and activities as part of their mission.

Making a big splash from June to July in the UK, *Octonauts* events will be taking place at 11 UK SEA LIFE centre locations across the UK including London, Manchester and Brighton, Birmingham, Blackpool, Bray, Great Yarmouth, Hunstanton, Loch Lomond, Scarborough and Weymouth from June to July. Visitors to Australia's SEA LIFE Melbourne Aquarium (August) and SEA LIFE Kelly Tarlton's Aquarium in New Zealand (June-July) will also be able to enjoy the fully-themed family experience.

“We are delighted to bring this latest exciting *Octonauts* adventure to life for fans in the UK, ANZ and China as we build towards the launch of *Octonauts Above & Beyond*,” said Lisa Macdonald, SVP Content and Consumer Product Sales at Silvergate Media. “Merlin Entertainments world-class SEA LIFE centres are the perfect setting for children to fully immerse themselves in the brand and learn all about saving the oceans. Visitors will be able to embark on a real-life adventure with their favourite characters for a family day out that’s both fun and educational.”

“*Octonauts* has such a fantastic affinity with SEA LIFE and our goal of inspiring guests to fall in love with the ocean and its animals through fun and education. We’re thrilled to welcome our guests to experience the event and learn about conservation with the help of the *Octonauts*”, said Rita Marcal, Global Head of Brand & Product.

The UK and ANZ events follow close behind the recent *Octonauts* attraction which launched at Changfeng Ocean World in Shanghai in December 2020 and will also be hosting the new *Octonauts* trail throughout the year. This is the latest in a series of multi-territory partnerships between Silvergate and SEA LIFE aquariums, with plans to extend the rollout

to the US and the rest of Europe in 2022.

The second half of 2021 promises to be an exciting time for the popular pre-school brand, which is poised for a major relaunch as it makes a welcome return to experiential events. Silvergate is readying the global launch of the new animated spin off series *Octonauts: Above & Beyond* in autumn 2021 which has inspired a brand new toy line from innovative global master toy partner, Moose Toys, including figures, vehicles, playsets, plush, and games set to debut at retail in 2022.

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[About Silvergate Media](#)

Silvergate Media creates and produces world class content built to inspire, entertain and engage audiences of all ages through innovative storytelling.

Founded in October 2011, the company established its creative studio in New York, which has built **Octonauts** into a global success, produced and delivered **Sunny Day** for Nickelodeon and **Hilda** for Netflix. Silvergate is in production on four new properties for partners Netflix, Disney and Nickelodeon, as well as producing a string of new content for its hit series **Octonauts** and **Hilda**.

Silvergate Media has offices in London and New York and operations in China.

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 operates over 135 attractions, 21 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

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

About SEA LIFE and the SEA LIFE Trust

SEA LIFE is the world's largest family of aquariums, proudly delivering amazing discoveries around the world. From breath-taking underwater tunnels to incredible up-close encounters, guests can dive into the ocean world without getting wet. Welcoming more than 20 million guests each year to over 50 aquariums and six sanctuaries, SEA LIFE cares for over 180,000 creatures living in incredible themed habitats.

SEA LIFE has a vision of oceans that are healthy, protected, and full of diverse, wonderful animals and works together with its partner charity, the SEA LIFE TRUST. Their joint focus is to protect these oceans and the amazing marine life within them.

The SEA LIFE Trust owns and operates marine wildlife sanctuaries (including the world's first Beluga Whale Sanctuary in Iceland), runs inspiring conservation campaigns and funds projects and education programmes that champion the need to protect our oceans.

Through its global BREED, RESCUE, PROTECT programme and dedicated Conservation, Welfare and Engagement team, SEA LIFE's team of expert marine biologists pioneer global breeding projects which may one day provide a lifeline to the ocean's endangered species, as well as nursing sick creatures back to health and returning them to the wild. If they can't survive in the wild, they are given a safe home for life.

For more information on the work SEA LIFE and the SEA LIFE Trust does in protecting our oceans, visit www.visitsealife.com and www.sealifetrust.org.
