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New generation LEGO® Discovery Centres set to further strengthen Merlin Entertainments' and the LEGO Group's global offering

The first of the new look LEGO Discovery Centres will open in Brussels in summer 2022

Merlin Entertainments' ("Merlin" or "the Company"), a global leader in location-based entertainment with brands including LEGOLAND®, Madame Tussauds and SEA LIFE Centres, is continuing its successful partnership with the LEGO Group to launch the first of its next generation, newly named LEGO Discovery Centres.

Opening in summer 2022, families in Brussels and across Belgium will be the first in the world to experience the next generation LEGO Discovery Centre. With a brand-new look and design, the attractions, now named LEGO Discovery Centres (previously LEGOLAND Discovery Centres) will continue an already popular offering of highly interactive indoor LEGO play experiences.

The LEGO Discovery Centre is the new home of LEGO play, which will include:

- A new state of the art LEGO Space digital experience where children and families can build their very own space rocket out of LEGO bricks – and then they can digitally scan their build, launch and fly it in space dodging aliens and landing on other planets in the LEGO Space solar system
- A train ride with a difference as you take a seat on the Imagination Express. It's a train ride like no other where families embark on an interactive adventure, using magic devices to collect points. Your journey takes you through an over-sized LEGO World into a giant bubble bath, down the plug hole, deep into the LEGO ocean and finally into outer space!
- A new pre-school offering with a new dedicated indoor play for under 5s, filled with a dinosaur-themed carousel and slides

The new immersive experience is designed to allow more family learning-through-play activities and will also include a new team of Playmakers and Master Model Builders who will continue to inspire guests through fun, interactive LEGO Creative Workshops.

Brussels is one of Europe's most exciting and densely populated cities with a high proportion of young and growing families and offers the perfect environment for the new LEGO Discovery Centre to give consumers an opportunity to build on their passion for LEGO play and building.

Commenting on the exciting new chapter for the LEGO Discovery Centres, Justin Platt, Merlin's Chief Strategy Officer said:

“We are delighted that our partnership with the LEGO Group continues to deliver such fantastic opportunities for our guests. By working together to design and build this next generation of the LEGO Discovery Centres, we can cater for even more families looking for the ultimate LEGO morning or afternoon of indoor activity which the whole family can enjoy together. We’re delighted to have worked closely with the LEGO Group’s strategic team to really understand how we can continue to build and strengthen the attraction’s offering for our future guests.”

Julia Goldin, Chief Product and Marketing Officer, the LEGO Group said:

“We are excited to partner with Merlin Entertainments on the development of the new LEGO Discovery Centre in Brussels which will immerse the whole family in the world of LEGO play. By creating this highly interactive indoor LEGO experience we will give families a place to play, explore, create and have fun together. Working closely with Merlin Entertainments and their expertise in the location-based entertainment sector, we hope to spark curiosity, creativity and imagination for the builders of tomorrow.”

There are currently 27 LEGOLAND Discovery Centres, with the new attraction in Brussels set to be the first of the next generation LEGO Discovery Centres. The LEGO Discovery Centre attraction builds on the wider partnership Merlin has with the world-famous LEGO brand, which now includes 9 LEGOLAND Resorts globally, including LEGO theme parks and hotels, across four continents.

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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 operates 137 attractions, 24 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 LEGO Discovery Centres

Welcome to our new LEGO® Discovery Centre. It's the home of LEGO® play, where you and your family can create your own adventures in the ultimate indoor LEGO playground with over two million bricks.

From interactive MINILANDS and masterclasses with our Master Model Builders, to a 4D Cinema – your imagination will run wild. The new LEGO Discovery Centre Brussels will be the first of the next generation of LEGOLAND® Discovery Centres, of which there are 27 across the globe. www.legodiscoverycentre.com
