

## PRESS RELEASE

# LEGOLAND® Korea has officially opened on May 5 - Children's Day

*“Welcome all children and families to the nation's first global theme park!”*

- World's 10th LEGOLAND Park officially opened on Children's Day in the same year that LEGO celebrates its 90th anniversary
- LEGOLAND Korea held a commemorative ceremony to welcome visitors to the LEGOLAND Park on the first day of its opening

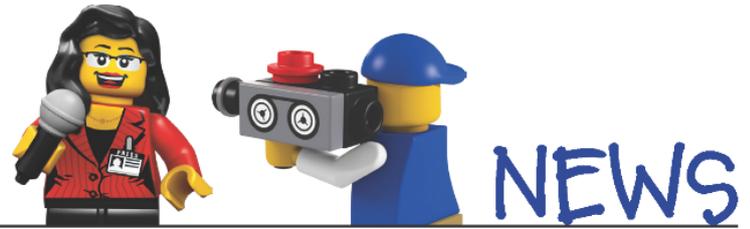
LEGOLAND® Korea (hereafter LEGOLAND), the nation's first global theme park, welcomed visitors on its Children's Day opening on May 5.

LEGOLAND Korea is the tenth LEGOLAND in the world. It is the first LEGOLAND built on an island, named Jungdo, with beautiful nature and scenery in the city of Chuncheon, Gangwon Province, which is expected to make it one of the most beautiful LEGOLAND Resorts to date.

The 28,000-square metre LEGOLAND Korea features 7 themed clusters of the popular LEGO® series, including BRICK STREET, BRICKTOPIA, LEGO® CASTLE, PIRATE SHORES, LEGO® NINJAGO® WORLD, LEGO® CITY and MINILAND. It showcases about 40 rides and attractions including 'Dragon Coaster', 'Driving School', and 'Fire Academy', which have been gaining worldwide popularity, and provide children aged 2 to 12 and their families with enjoyable experiences that simulate their imagination and awaken their childhood.

On the first day of the official opening, LEGOLAND welcomed visitors and held the commemorative ceremony on the platform placed at the front of the Park Portal. John Jakobsen, Chief Operating Officer for Merlin Entertainments, the operator of LEGOLAND Resorts, along with Phil Royle, Divisional Director of LEGOLAND Korea, attended the ceremony. The ceremony began with an entertainment show and parade, followed by welcome remarks by Phil Royle and an opening countdown shout-out.

Mascots of LEGOLAND – Mike & Amy – alongside various popular characters showed up on the stage to welcome the guests who visited the Park on the very first day of its opening. Spectacular parades and performances took place 30 minutes before the opening, building anticipation and excitement for the official opening.



Following the performances, Phil Royle, Divisional Director, stated in his welcoming speech:

*“LEGOLAND Korea is the perfect destination for kids and families, it is greatly meaningful to open our theme park on Children’s Day. It will be the best theme park for anyone looking for an authentic LEGO experience. We do hope everyone who came on the first day of the opening will have an unforgettable and enjoyable experience.”*

Phil Royle then joined LEGOLAND Korea’s Kid Reporters on the stage and celebrated the official opening by shouting the countdown together with spectators.

Three types of annual passes, standard, gold and platinum, alongside daily tickets are now available on the LEGOLAND website. It is also operating a ‘pre-booking system’ which have customers set the visiting date in advance, for safety and convenience.

**ENDS**

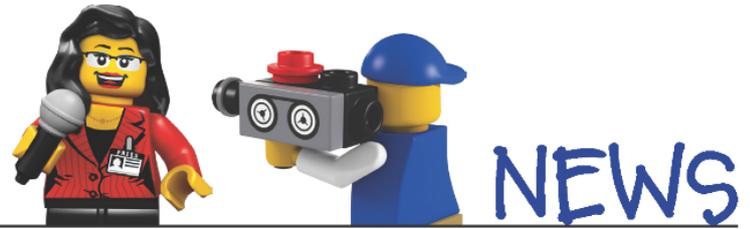
### **About LEGOLAND® Korea Resort**

LEGOLAND® Korea Resort is the first global theme park destination in Korea for kids aged 2-12 and their families. Built on an island surrounded by beautiful nature in Gangwon Province, LEGOLAND® Korea Resort is expected to be “the most beautiful LEGOLAND® Park in the world.” LEGOLAND® Korea Resort is comprised of 7 highly LEGO® themed areas which consist of more than 40 rides and attractions as well as entertainment shows. It will also offer a 154-room LEGO® themed hotel which is conveniently located in the theme park, giving families the ultimate immersive multi-day LEGO® experience. LEGOLAND® Korea is now open, in Jungdo, Chuncheon City of Gangwon Province.

LEGOLAND® Korea Resort official Website: [www.LEGOLAND.kr](http://www.LEGOLAND.kr)

LEGOLAND® Korea Resort Social Media Channels:

- Instagram (<https://www.instagram.com/LEGOLANDKoreaResort>)
- Facebook (<https://www.facebook.com/LEGOLANDKoreaResort>)
- NAVER Blog (<https://blog.naver.com/LEGOLANDKoreaResort>)



## About LEGOLAND®

LEGOLAND® is a global family theme park which is built around the LEGO® brand and play materials. In 1968, the first LEGOLAND Park opened its doors in Billund, Denmark. LEGOLAND Parks have since expanded to Windsor (U.K.), California and Florida (U.S.), Gunzburg (Germany), Johor Bahru (Malaysia), Dubai (UAE), and Nagoya (Japan). The ninth LEGOLAND opened in New York, (U.S.) in 2021, followed by LEGOLAND® Korea Resort which has now opened in 2022 as the tenth LEGOLAND Resort.

## About Merlin Entertainments PLC

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 140 attractions, 23 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.

In November 2001, Merlin opened SEA LIFE Aquarium in Busan, Korea, and has opened LEGOLAND® Korea Resort in Chuncheon City, Gangwon Province in 2022. The company also recently acquired Coex Aquarium in Seoul.

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