
PRESS RELEASE



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STRAP-IN & HOLD TIGHT - MERLIN CREATES ACCELERATED CAREER PATH PROGRAMME FOR FRONTLINE STAFF

London, 30 June 2022. Merlin Entertainments the global leader in location-based, family entertainment and employer to thousands of staff across 140 different attractions in 24 countries, today announced a brand-new internal talent acceleration programme which has been likened to one of its famous rollercoasters 'Stealth'.

A group of young frontline staff will be launched into a fast-paced and full throttle 12-month business masterclass programme which could see their careers fast-tracked and boosted into potential managerial positions.

The programme entitled '**XCalibre Rising**' will allow a range of G-E grade staff (usually made up of guest facing, frontline staff) to gain experience in different areas of Merlin's global business, which may not have been possible previously without years of experience. The programme will offer a range of mentoring sessions and business projects which they will present to the Merlin's Executive team in a Dragons Den style format, as well as hurtling through a range of masterclass experiences that will see participants travelling to different attractions across the world – travel and expenses paid!

The programme will be a mix of practical work and experiential learning; where they will spend three months in a role which will hopefully lead to a permanent position following the programme. There will be two main specialist areas to choose from in Marketing or Attraction Management and subject areas will cover personal impact, critical thinking, influencing, leading self/others, commercial savvy and marketing.

The programme has been developed with inclusion at its very heart and Fiona Eastwood, Executive champion for Inclusion and Diversity at Merlin Entertainments, said of XCalibre Rising:

"We want people from diverse backgrounds at every level of our business but we recognised that sometimes our personal circumstances don't allow us the same opportunities to get formal qualifications or really pursue the career of our dreams and we end up jumping headfirst into a job just to make ends meet. All it takes to create a 'career-like-no-other' is the right opportunity and we hope this programme will do just that! We know we have talented individuals across all of our businesses and XCalibre Rising provides a world-class fast track career development programme."

Eastwood concludes: *"It's aimed at hard-working, passionate, talented people, who deserve a chance, and who haven't had the same privileges in life afforded to those on graduate schemes or in other blue-chip organisations."*

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Notes to Editors

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 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.

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