

BUILDING BLOCKS: NEXT GENERATION LEGO®

DISCOVERY CENTERS COMING TO THE U.S.A.

The next-gen LEGO® Discovery Center will be rolled out across Washington, D.C., Atlanta, and Boston in 2023

5th AUGUST 2022: Merlin Entertainments (“Merlin” or “the Company”), a global leader in location-based entertainment with brands including LEGOLAND®, Madame Tussauds and SEA LIFE Centers, is continuing its successful partnership with the LEGO® Group to bring three next generation LEGO® Discovery Centers to U.S. audiences across 2023.

With a brand-new look and feel, the attractions, now named LEGO Discovery Centers (previously LEGOLAND Discovery Centers) will continue an already popular offering of highly interactive indoor LEGO play experiences for families to enjoy.

The three sites include a brand-new build attraction in [Washington, D.C.](#) in the Springfield Town Center, an entire renovation of the current LEGOLAND Discovery Center in Boston and an evolution of the current LEGOLAND Discovery Center in Atlanta, which will see the addition of four brand new interactive zones.

The new LEGO Discovery Center formula builds on the success of previous LEGOLAND Discovery Centers, with the development of brand new and enhanced LEGO play areas, which include:

- **Out of This World** - A new state of the art LEGO ‘Space Mission’ 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.
- **One to Choo-Choo-se for all the family** - A train ride with a difference as you take a seat on the **Imagination Express (at Washington DC only)**. 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 oversized LEGO World into a giant bubble bath, down the plug hole, deep into the LEGO ocean and finally into outer space!
- **Something for VIT’s (Very Important Toddlers)** - A new pre-school offering with a new dedicated indoor play for under 5’s, filled with a dinosaur-themed carousel and slides using the ever-popular **DUPLO Park**

The next generation design has been created to be even more immersive, allowing families more opportunities to put down mobiles and tablets and come together to learn-through-play. Another key aspect of the ‘next-gen’ format is even more Playmakers and Master Model Builders who will continue to inspire guests through fun, interactive LEGO Creative Workshops.

In June 2022, the first next generation LEGO Discovery Center opened in Brussels, Belgium in Europe to rave reviews from families enjoying the new LEGO play areas and experiences.

Commenting on the exciting new chapter for the LEGO Discovery Center in the USA, Scott Maupin, Divisional Director at Merlin Entertainments, said:

“We are so excited that the U.S.A. is going to be the home to the series of next generation LEGO Discovery Centers. Following the highly successful Brussels attraction launch in Belgium in Europe, it’s great that our guests in North America are going to be next to experience the brand-new look and design LEGO Discovery Centers. All three attractions will be the ideal destination for families looking for the ultimate LEGO morning or afternoon of indoor activities. The Merlin team here in the U.S.A. have been delighted to have worked closely with the global LEGO Group’s strategic team to bring all the elements of interactive play to the new store in Washington D.C., as well as bringing the magic to the two already established attractions in Boston and Atlanta.”

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 Centers in the US 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 Centers, with Brussels LEGO Discovery Center being the first of the next generation format which opened in June 2022. The LEGO Discovery Center attraction builds on the wider partnership Merlin has with the world-famous LEGO brand, which now includes 10 LEGOLAND Resorts globally, including LEGOLAND 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 over 140 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 Center. 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 MINI WORLDS and masterclasses with our Master Model Builders, to a 4D Cinema – your imagination and creativity will run wild. The first LEGO Discovery Center opened in July 2022 in Brussels with three more being planned to open in the USA in 2023. There are 27 LEGOLAND® Discovery Centers, currently across the globe. www.legodiscoverycentre.com
