
PRESS RELEASE



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MERLIN ENTERTAINMENTS ANNOUNCES GERMANY'S FIRST NEXT GENERATION LEGO® DISCOVERY CENTER TO OPEN IN SPRING 2024

- The new LEGO® Discovery Center is the fifth next generation newly named attraction, after launching attractions in Atlanta, Boston, Brussels, and Washington D.C. over the past year.

Merlin Entertainments, a global leader in location-based entertainment with over 140+ global attractions such as LEGOLAND®, the London Eye, Madame Tussauds and SEA LIFE aquariums, today announces that Germany's first next-generation LEGO® Discovery Centre is set to open in Hamburg's landmark HafenCity in 2024.

The 3,000 square meter family attraction will have 12 unique zones with all-new experiences centred around learning through play. Families will also discover exciting and immersive activities such as creative workshops where children can let their imagination run wild with the more than 2 million LEGO® bricks at the brand-new attraction.

LEGO® Discovery Centre Hamburg will be a next-generation attraction, reimagined with a brand-new look and design, allowing more family learning through play activities. Not only will guests find a dedicated team of playmakers and Master Model Builders on hand to guide their bricktastic adventure, there will also be a chance to be a part of the junior Creative Crew, for LEGO-loving little ones. The hand-picked junior Creative Crew will also be allowed to be the first to test the attraction's unique zones, getting exclusive behind-the-scenes insights as the LEGO® Discovery Centre is brought to life.

Miriam Wolfram, General Manager of the new LEGO® Discovery Centre in Hamburg said:

"With the LEGO® Discovery Centre, we are offering a genuine new excursion highlight for families in Hamburg's HafenCity. Here, the focus is on the children, which is why we also give great importance to their ideas when building the attraction. In return for this valuable support, our "Creative Crew" will receive free admission for a year, in addition to many other highlights."

Within the brand-new LEGO® Discovery Centre Hamburg, guests can experience the new digital LEGO adventure "Space Mission.", and enjoy a fantastic train ride through an XXL LEGO world in the "Imagination Express". Younger LEGO fans have a great opportunity to interact and play in the "LEGO® DUPLO® Park". The heart of the Hamburg LEGO Discovery Centre will be the famous LEGO "MINI WORLD", where well-known buildings and landmarks of the Hanseatic city be recreated with more than 1.5 million LEGO bricks. Other highlights of the new attraction include the "Minifigure Workshop," the "Action Zone" with spectacular play and adventure areas, and a breathtaking 4D cinema experience where guests can expect to be blown away by the immersive sensory affects.

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

"We are thrilled to be working with Merlin Entertainments to develop a new LEGO Discovery Centre in Hamburg, where the whole family can immerse themselves in the world of LEGO play. In this interactive LEGO indoor adventure world, families will find a place to play, discover, create and have fun together. Together with Merlin Entertainments and their expertise in location-based family entertainment, we want to inspire curiosity, creativity and imagination in the builders of tomorrow."

Rob Smith, Managing Director of Midway Attractions at Merlin Entertainments, adds:

"We are proud to open our first next-generation LEGO Discovery Centre in Germany in Hamburg. Hamburg was a logical next step in our growth strategy for this family-friendly attraction that will inspire families, kindergartens and schools in the region to learn through play. With over two million LEGO bricks, daily building adventures, professional LEGO Master Model Builders, interactive play areas and exclusive LEGO events, we are confident that LEGO Discovery Centre Hamburg will provide the ideal place for families and LEGO fans to explore, create and play - over and over again."

To apply for the junior Creative Crew, children must be between four and ten years old, and submit their own LEGO masterpiece in a photo. From the applications, six children will be selected. Applications are open now, and will be accepted until September 29, 2023. All information on how to participate, and on LEGO Discovery Centre Hamburg can be found at <https://www.legodiscoverycentre.com/hamburg/>

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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 over 140 attractions, 23 hotels and six holiday villages in 24 countries and across four 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 Centers

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.legodiscoverycenter.com