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8<sup>th</sup> November 2023

## Merlin Entertainments Announces Expansion Of Legoland® Florida Resort

**New attractions announced for 2024, including SEA LIFE Florida and LEGO® Ferrari Build and Race**

Merlin Entertainments, a global leader in branded entertainment destinations, announces LEGOLAND® Florida Resort will be expanding for the 2024 season with the exciting addition of two brand new attractions and experiences: SEA LIFE Florida, a new attraction, and a new LEGO® Ferrari Build and Race experience in the LEGOLAND Florida theme park.

Joining Merlin's global group of over 50 SEA LIFE aquariums, visitors to this brand-new location will embark on a voyage of oceanic exploration completed by the attraction's ultimate seascape, The Theme Park Under the Sea, and have the opportunity to discover a diverse range of marine life.

LEGOLAND Florida Resort will also see further investment with the addition of a new LEGO® Ferrari Build and Race experience, set to open in Spring 2024. The expansion of Merlin's global partnership with Ferrari builds on the company's successful multi-territory collaboration with the IP, which includes the recently opened LEGO® Ferrari Build and Race at LEGOLAND® Resorts in Billund, Denmark; Windsor, UK and California, U.S..

The new experience puts guests in the driver's seat to build, test and race their very own LEGO Ferrari with cutting-edge digital technology, taking guests' creations from their imagination to the racetrack and inspiring a lifetime of creativity through the power of play.

This most recent collaboration with Ferrari is part of Merlin's wider strategy of establishing IP partnerships to create branded entertainment destinations, with a strong portfolio of brands including the LEGO® Group, Sony Pictures Entertainment, HASBRO's Peppa Pig and Cadbury.

The new Ferrari-themed experience will join more than 50 rides, shows and themed attractions at the 150-acre theme park, all inspired by popular LEGO® brands and characters. The Resort also houses a Water Park open all year round, as well as three uniquely themed on-site accommodations.

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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 6 holiday villages in 25 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](http://www.merlinentertainments.biz) for more information and follow on X (previously Twitter) [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

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### About LEGOLAND® Florida Resort

LEGOLAND® Florida Resort is the ultimate vacation destination for families with kids. Located 45 minutes from Orlando and Tampa, the Resort features an interactive, 150-acre Theme Park with more than 50 rides, live shows and themed attractions inspired by popular LEGO® brands and characters, a seasonably heated Water Park, that is open year-round, with more than a dozen family water slides, and three uniquely themed on-site accommodations. Located 130 kid-steps away from the Theme Park's front gate, LEGOLAND® Hotel and the new LEGOLAND® Pirate Island Hotel bring the Theme Park fun into the hotel with nightly entertainment, resort pools, and guest rooms with separate adult and child sleeping areas, and in-room treasure hunts. Just across the street, LEGOLAND® Beach Retreat features beach-themed bungalows in village-style layout centered around outdoor play areas and unforgettable Florida lake views.

See [www.LEGOLAND.com/Florida](http://www.LEGOLAND.com/Florida) for more information and follow @LEGOLANDflorida on social media.

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### About SEA LIFE and the SEA LIFE TRUST

SEA LIFE is the world's largest family of aquariums, proudly delivering amazing discoveries around the world. From breathtaking underwater tunnels to incredible up-close encounters, guests can dive into the ocean world without getting wet. Welcoming more than 20 million guests each year to 50 aquariums and six sanctuaries, SEA LIFE cares for over 180,000 creatures living in incredible themed habitats.

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SEA LIFE has a vision of oceans that are healthy, protected, and full of diverse, wonderful animals and works together with its partner charity, the SEA LIFE TRUST. Their joint focus is to protect these oceans and the amazing marine life within them. The SEA LIFE TRUST owns and operates marine wildlife sanctuaries (including the world's first Beluga Whale Sanctuary in Iceland), runs inspiring conservation campaigns and funds projects and education programmes that champion the need to protect our oceans.

Through its global BREED, RESCUE, PROTECT programme and dedicated Conservation, Welfare and Engagement team, SEA LIFE's team of expert marine biologists pioneer global breeding projects which may one day provide a lifeline to the ocean's endangered species, as well as nursing sick creatures back to health and returning them to the wild. If they can't survive in the wild, they are given a safe home for life.

For more information on the work SEA LIFE and the SEA LIFE TRUST does in protecting our oceans, visit [www.visitsealife.com](http://www.visitsealife.com) and [www.sealifetrut.org](http://www.sealifetrut.org)

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