
PRESS RELEASE



MERLIN ENTERTAINMENTS ANNOUNCES TWO NEW EXPERIENCES COMING TO LEGOLAND® CALIFORNIA

- In 2024, LEGOLAND® California will celebrate 25 years of awesome play with new attractions, entertainment, and experiences for guests.
- Next spring, the Park will debut a new land, Dino Valley, with three rides, and an interactive zone with a reimagined Dino Dig space, and costume character meet and greets.
- Launching next summer, families can experience North America's first-ever LEGO® World Parade, exclusively at LEGOLAND® California Resort.

Merlin Entertainments, a global leader in branded entertainment destinations, announces LEGOLAND® California Resort will be expanding with two new experiences in 2024. This includes the opening of a new land, Dino Valley, and the debut of North America's first-ever LEGO® World Parade.

In spring 2024, dinosaurs are coming to life in Dino Valley. The new land near the entrance of LEGOLAND California will feature three roar-some rides, a reimagined Dino Dig area and tons of prehistoric fun. This will include:

- **DUPLO® Little Dino Trail:** Dinosaurs aren't extinct here! Hop on this four-seater ride to journey through the LEGO DUPLO Dino safari. Kids can use cameras to 'capture' the dinosaurs and play hide & seek with them along the way.
- **Explorer River Quest:** Embark on the river expedition to interact with LEGO dinosaur models – beware, you just might see a T-Rex!
- **Coastersaurus:** Everyone's favorite dinosaur ride will continue to bring guests through the prehistoric jungle of LEGO dinosaurs. Circle around the 1,100-pound Brachiosaurus and whiz by the ten-foot tall Parasaurolophus scavenging for food.
- **Interactive Dino Area:** Dust off the dirt to reveal fossils in the Dino Dig area and meet and greet with all new characters.

The 2024 season will also feature North America's first-ever LEGO® World Parade, launching next summer. The Park's awe-inspiring parade floats include a LEGO City Firetruck, a swashbuckling pirate ship, and floats inspired by LEGO® NINJAGO®, LEGO® Friends, LEGO® City Deep Sea Adventure, and LEGO® DUPLO®.

Entertainers with glittering costumes will march hand-in-hand, dance, and sing as the Parade makes its way through the west side of the park. The perfect finale to a day spent riding, climbing, splashing, and building throughout LEGOLAND California's 60+ rides, shows, and attractions, visitors will love grooving along to the Parade's all-new, original soundtrack. Once it debuts, the Parade is scheduled to run throughout the summer.

CEO of Merlin Entertainments, Scott O'Neil, said:

"As we look towards 2024, we anticipate a year of unparalleled excitement and boundless creativity, echoing the very essence of the core values of LEGO. From the moment families step into LEGOLAND California Resort, they'll be immersed

PRESS RELEASE



in a celebratory atmosphere, surrounded by special birthday décor and new experiences that all serve as a constant reminder of our 25-year legacy and the timeless wonder and appeal of the LEGO brand. The unveiling of Dino Valley and the brand-new LEGO World Parade will showcase an extra dose of celebratory cheer, inviting families to join us and build together in another quarter-century of laughter, play, and the timeless art of memory making."

President of LEGOLAND California Resort, Kurt Stocks, said:

"As the first LEGOLAND Park in North America, it's remarkable to see how LEGOLAND California's legacy of play has inspired generations of families over the last 25 years. It's a privilege for us to debut North America's first-ever LEGO World Parade in 2024, alongside our newest land, Dino Valley, where the past comes roaring to life in LEGO form. I can't wait to see what families discover, build, imagine and create with us in the year ahead."

To celebrate further in 2024, LEGOLAND California Resort will bring back beloved signature experiences including:

- **LEGO® Ninjago® Weekends** (January - February): Channel your inner ninja during LEGO NINJAGO Weekends! Unleash your powers on LEGO NINJAGO The Ride, strike a pose with LEGO NINJAGO characters, and participate in ninja-themed activities in January and February.
- **GO Xtreme!** (Summer): Get ready to GO Xtreme! Prepare to be on the edge of your seat as professional athletes showcase jaw-dropping stunts and gravity-defying acts during this fun summer show.
- **Red, White & BOOM** (Summer): The summer heats up at LEGOLAND California Resort with a star-spangled 4th of July celebration: Red, White & BOOM! Throughout the day, kids of all ages can participate in all-American family picnic games and building activities. At night, the evening fireworks show combines patriotic music with dazzling pyrotechnics.
- **Brick-or-Treat** (September – October): The Monster Party returns! Brick-or-Treat will bewitch LEGOLAND California Resort with tons of candy, an awesome show line up, exclusive LEGO characters, and more!
- **Holidays at LEGOLAND** (November – December): Celebrate the season with LEGOLAND California's Holidays event. Families will have the opportunity to meet LEGO Santa and enjoy a series of seasonal activities, builds and adventures throughout the Resort.

ENDS

Media Enquiries

Brunswick (Merlin)
Greg Dawson / Cecilie Oerting
+44 (0)20 7404 5959
merlin@brunswickgroup.com

Sarah Brown
Head of External Communications
+44 (0) 7756 504 620
sarah.brown@merlinentertainments.biz

[Notes to Editors](#)

PRESS RELEASE



About Merlin Entertainments

Merlin Entertainments is a global leader in branded entertainment destinations, operating 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.

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

About LEGOLAND California Resort

LEGOLAND® California Resort includes LEGOLAND® California, SEA LIFE® aquarium, LEGOLAND® Water Park, LEGOLAND® Hotel and LEGOLAND® Castle Hotel.

All are geared for families with children between the ages of 2 and 12. At LEGOLAND® California, you'll find more than 60 rides, shows and attractions including the new LEGO® Ferrari Build & Race and The LEGO® MOVIE™ WORLD based on the blockbuster films The LEGO® Movie™ and The LEGO® Movie™ 2: The Second Part.

The new land fully immerses guests into the LEGO® Movie universe and places them onto the streets of Bricksburg. LEGOLAND® Water Park features more than seven slides, sandy beaches and the unique Build-A-Raft River plus Pirate Reef and LEGO® Legends of CHIMA Water Park comprising 10 acres of water fun! T

he nation's first LEGOLAND® Hotel features 250 rooms, all themed either as pirate, adventure, kingdom, LEGO® Friends and LEGO® NINJAGO™! North America's first LEGOLAND® Castle Hotel features 250 rooms, fully themed as Knights and Dragons, Royal Princess and Magic Wizard.

LEGOLAND California is a Certified Autism Center, credited by the International Board of Credentialing and Continuing Education Standards. For more information, visit www.LEGOLAND.com or call (760) 918-LEGO (5346).
